

**OUR VISION**

Huntingdonshire District Council will continue to improve the quality of life for the people of Huntingdonshire and work towards sustainable economic growth whilst providing value for money services.

**STRATEGIC THEMES**

**A strong local economy**

**Enable sustainable growth**

**Working with our communities**

**A Customer focused and service led council**

**AIMS**

- Support enterprise
- Successful delivery of the Alconbury Enterprise Zone
- Work with others to improve strategic infrastructure
- Promote Inward investment
- Support the skills levels that aid economic prosperity

- Enable an adequate supply and mix of new and affordable housing to meet future needs.
- Promote sustainable, economical & residential development opportunities in and around the market towns
- Protect and improve our built and green environment
- Having the right policies in place & making the right decisions

- Maximise benefits to the community from new developments
- Achieve a low level of homelessness
- Build constructive relationships with all our partners in order to adopt multi agency problem solving approaches
- To undertake meaningful consultation, being open, transparent and accessible

- Robust business processes
- Make our services accessible to all
- Good financial management
- Making our assets count
- Workforce Development
- Efficient Internal Processes
- Effective communications

**OUTCOMES**

Make Huntingdonshire a better place to live, work and invest

Delivery of new jobs and suitable appropriate housing with minimum impact on our environment

Enhanced community & stakeholder engagement

Provide value for money services

Theme/Aim	Key activity (these are some of the types of activities which will be used to measure impact/delivery)	O & S Panel	Executive Portfolio
<p><b>A strong local economy</b></p> <ul style="list-style-type: none"> <li>Support enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Business support programme for those considering starting own business</li> <li>Deliver programme of themed business information events</li> <li>Advise and consult board of BID Huntingdon</li> <li>Hunts Business Awards – sponsorship, steering group, judging, table and leader’s speech at event.</li> <li>Dedicated advice service for business growth</li> </ul>	Economic Well-Being	Strategic Economic Development and Legal
<ul style="list-style-type: none"> <li>Successful delivery of the Alconbury Enterprise Zone</li> </ul>	<ul style="list-style-type: none"> <li>Support for funding applications (writing, monitoring, accountable body)</li> <li>Target sector promotion (editorial representation and attendance at events relevant to target sectors to promote inward investment, business relocation)</li> <li>Lead the EZ delivery strategy</li> </ul>	Economic Well-Being	Strategic Economic Development and Legal
<ul style="list-style-type: none"> <li>Work with others to improve strategic infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>Supporting Partners- Connecting Cambridgeshire for superfast broadband</li> <li>A14 Steering Group</li> <li>Great Fen project – establish socio economic impact and opportunities for enterprise</li> <li>Joint working with infrastructure providers</li> </ul>	Economic Well-Being	Strategic Economic Development and Legal
<ul style="list-style-type: none"> <li>Promote Inward investment</li> </ul>	<ul style="list-style-type: none"> <li>Target sector promotion (editorial and events)</li> <li>Develop stand alone web site and brochure to encourage inward investment enterprise relocation to the district</li> </ul>	Economic Well-Being	Strategic Economic Development and Legal
<ul style="list-style-type: none"> <li>Support the skills levels that aid economic prosperity</li> </ul>	<ul style="list-style-type: none"> <li>facilitate EZ skills strategy group</li> <li>Develop links between businesses and schools</li> </ul>	Economic Well-Being	Strategic Economic Development and Legal

	<ul style="list-style-type: none"> <li>Grassroots project – Oxmoor/Alconbury pathways to employment, coordination of HDC participation, financial contribution and Oxmoor project determination.</li> <li>Sponsorship and board representation for Young Enterprise</li> <li>Workclubs</li> </ul>		
<p><b>Enable sustainable growth</b></p> <ul style="list-style-type: none"> <li>Enable an adequate supply and mix of new and affordable housing to meet future needs.</li> </ul>	<ul style="list-style-type: none"> <li>Allocating sufficient land to meet objectively assessed need.</li> <li>Influencing developers to provide a mix of houses to meet the needs for a range of incomes, household types and sizes.</li> <li>Maximising the opportunities available for new affordable housing.</li> <li>Using Council assets to support delivery</li> </ul>	Env Well-being	Strategic Planning Housing Estates
<ul style="list-style-type: none"> <li>Promote sustainable, economical &amp; residential development opportunities in and around the market towns</li> </ul>	<ul style="list-style-type: none"> <li>Investing in and drawing down funding for infrastructure, land and facilities to enable development</li> <li>Development of local plan strategies</li> <li>Development of town centre regeneration plan</li> </ul>	Env Well-being	Strategic Planning Housing Estates
<ul style="list-style-type: none"> <li>Protect and improve our built and green environment</li> </ul>	<ul style="list-style-type: none"> <li>Minimising the development of greenfield land</li> <li>Conserving our heritage assets</li> </ul>	Env Well-being	Environment
<p><b>Working with our communities</b></p> <ul style="list-style-type: none"> <li>Maximise benefits to the community from new developments</li> </ul>	<ul style="list-style-type: none"> <li>Development of CIL governance regime</li> <li>Establish procedures for community focused engagement.</li> <li>Increase in usage and membership arising from investment</li> </ul>	Economic Well-Being	Strategic Planning and Housing
<ul style="list-style-type: none"> <li>Achieve a low level of homelessness</li> </ul>	<ul style="list-style-type: none"> <li>Deliver services to help prevent homelessness where possible or alleviate homelessness where not.</li> <li>Enable and deliver affordable housing schemes.</li> </ul>	Social Well-Being	Customer Services Estates Housing
<ul style="list-style-type: none"> <li>Build constructive relationships with all our partners in order to adopt multi agency problem solving approaches</li> </ul>	<ul style="list-style-type: none"> <li>Working with our partners the community and voluntary sectors to deliver required outcomes</li> <li>Fulfilling our duty to co-operate</li> </ul>	Social Well-Being	Executive Leader & Deputy Executive Leader
<ul style="list-style-type: none"> <li>To undertake meaningful</li> </ul>		Economic Well-	Executive Leader & Deputy

consultation, being open, transparent and accessible	<ul style="list-style-type: none"> <li>Ensuring information and advice is available and accessible.</li> </ul>	Being	Executive Leader
<b>A business like Council</b> <ul style="list-style-type: none"> <li>Make our services accessible to all</li> </ul>	<ul style="list-style-type: none"> <li>Enabling access to facilities and opportunities for leisure, sport, community, voluntary and other activities</li> <li>Implement customer strategy and introduce lean processes</li> <li>Widen appeal of centres to encourage increased participation</li> </ul>	Economic Well-Being	Customer Services
<ul style="list-style-type: none"> <li>Good financial management</li> <li>Making our assets count</li> </ul>	<ul style="list-style-type: none"> <li>Producing accurate financial plans and accounts which are regularly reviewed</li> <li>Maintaining clear funding, reserves and borrowing plans</li> <li>Clear direction and focus on taking One Leisure into sustainable profit</li> <li>Commercially managed estates and investment portfolio</li> </ul>	Economic Well-Being	Resources
<ul style="list-style-type: none"> <li>Workforce Development</li> </ul>	<ul style="list-style-type: none"> <li>Training and developing employees</li> </ul>		
<ul style="list-style-type: none"> <li>Efficient Internal Processes</li> </ul>	<ul style="list-style-type: none"> <li>Efficient use of the Council's resources</li> <li>Streamlining internal systems, connecting with others where possible</li> </ul>		
<ul style="list-style-type: none"> <li>Effective communications</li> </ul>	<ul style="list-style-type: none"> <li>Ensuring regular and effective communication internally with employees and externally with local residents and businesses about our services</li> <li>Improved communication via web and mobile applications to encourage easier interaction with council leisure facilities</li> </ul>		