

<b>Promote thriving, safe and healthy communities</b>	
<p><u>Why is this important:</u>                  Uttlesford is one of the most affluent areas in the country with a strong sense of community and low levels of crime, where most residents enjoy generally good health. But in some communities (including newly forming ones) and for some residents, there are early signs of a reversal of these positive trends. The council, with its partners, wants to act early to support communities and individuals to live well; Live Well will be the coordinating campaign for the Uttlesford Local Strategic Partnership and its work groups to promote all aspects of health, wellbeing, security and safeguarding. Housing is essential to enabling our residents to live well and we will strive to ensure everyone has access to a safe, secure, warm and affordable homes.</p>	<p><u>We will do this by:</u>                  Encouraging the production of Neighbourhood plans                  Improving community engagement                  Encouraging young people to live well through volunteering, engaging in civic life and being active                  Promoting garden city development for new settlement(s)                  Working through the LSP to promote Live Well                  Increasing the number of council owned homes                  Promoting better standards in private rented housing                  Supporting people to remain living in their own homes</p>
<b>Protect and enhance heritage and character</b>	
<p><u>Why is this important:</u>                  The combination of over 3800 listed building, historic towns, traditional villages and open countryside make Uttlesford a great place to live, work and visit. It is also one of the fastest growing places due to its location, which presents opportunities and challenges to protect and enhance its essential character for present and future generations. Too often our beautiful place is blighted by fly tipping, litter and untidy open space. Together with residents, communities and businesses, we want to ensure that Uttlesford always looks its best to encourage more people and businesses to visit or locate here.</p>	<p><u>We will do this by:</u>                  Producing and adopting a Local Plan                  Promoting Pride in Uttlesford                  Working with others to increase access to the heritage and history of the District                  Encouraging positive planning that values heritage and promotes growth                  Opposing a 2<sup>nd</sup> runway at Stansted airport</p>
<b>Support sustainable business growth</b>	
<p><u>Why is this important:</u>                  Uttlesford benefits from very low levels of unemployment but key to this is a diverse and growing economy. Located between London and Cambridge and with Stansted airport in our district, we want to attract and retain businesses that provide good jobs for local people. Digital connectivity is essential for businesses and their customers, which is why we are investing directly to improve broadband access. The retail sector everywhere faces particular challenges but our town centres provide local services for our residents and are important to our tourism offer; we all need to do what we can to maintain and improve their vitality.</p>	<p><u>We will do this by:</u>                  Promoting broadband and mobile telephony to support small businesses and home working                  Promoting town centres                  Promoting economic benefits of Stansted Airport                  Working with partners in EESET and WE Alliance to promote economic opportunities                  Encouraging more people to visit Uttlesford                  Supporting business parks and business communities on industrial estates and support the SE Cambs Science Cluster                  Encouraging the establishment of a higher education offer in Uttlesford</p>
<b>Maintain a financially sound and effective Council</b>	
<p><u>Why is this important:</u>                  The way in which the council funds its activities has and continues to undergo significant change. Grants from government will end in 2018 and so the council will be reliant on income from council tax, business rates, new homes bonus and the income we can generate directly through investments. Key to this is also that we spend wisely and ensure our services are as effective as possible. Good customer service is essential to enable us to get it right first time. We also need our residents to help us for example, by recycling as much waste material as possible and paying their bills online to reduce transaction costs.</p>	<p><u>We will do this by:</u>                  Setting a MTFS that balances prudent use of investment, reserves and capital                  Maximising the use of our assets, including utilising the available space within the council offices                  Reviewing all services to ensure efficiency and effectiveness                  Developing a commercial strategy for the council, including trading Aspire                  Enabling enhanced self-service through the council website                  Working in partnership to deliver good services and reduce costs</p>

