

## Appendix A

### Our Vision: Working together for the well-being of our community and to protect and enhance the unique character of the District

#### Promote thriving, safe and healthy communities

<p><u>Why is this important:</u> Uttlesford continues to be 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. It is one of the 20% least deprived council areas in England however 7% of children (1000) live in low income families and overall the Indices of Multiple Deprivation Index (IMD) scores have worsened since 2010. In addition, whilst Uttlesford may compare well to other areas, the absolute figures give cause for concern such as the increasing prevalence of obesity in reception year children. The council, with its partners, wants to act early to support communities and individuals to live well; specifically the council is keen to work with the voluntary sector, who are well placed to deliver very local and targeted programmes. Housing is also essential to enabling our residents to live well but there is recognised to be issues of affordability, availability and suitability. The council will continue to strive to ensure everyone has access to safe, secure, warm and affordable homes.</p>	<p><u>We will do this by:</u> Working with the Health and Wellbeing Partnership, to promote healthy lifestyles Working with the Community Safety Partnership, to improve community safety Working with partners, including the voluntary sector Delivering affordable housing Preventing homelessness Improving private sector housing conditions Improving community engagement Promoting garden communities</p>
---	---

#### Protect and enhance heritage and character

<p><u>Why is this important:</u> The combination of over 3800 listed buildings, historic towns, traditional villages and open countryside make Uttlesford a great place to live, work and visit. It is also growing at pace 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 Targeting resources to litter/flytipping hotspots for promotion, cleaning and enforcement 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>
---	--

#### Support sustainable business growth

<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. The proposed garden communities provide the opportunity for a range of businesses, jobs and skills to complement and enhance the District's economic offer.</p>	<p><u>We will do this by:</u> Supporting the expansion of and promotion of key sectors Supporting the delivery of superfast broadband Promoting town centres and visitor economy Promoting the local and regional economic benefits of Stansted Airport Working with the Employment, Economy, Skills, Environment and Transport Group (EESSET) and London, Stansted, Cambridge Consortium to promote economic opportunities Establishing local economic strategies for the proposed garden communities</p>
--	--

#### Maintain a financially sound and effective Council

<p><u>Why is this important:</u> The way in which the council funds its activities continues to undergo significant change. UDC has lost £2.5m in funding from government comparing 2016/17 to 2018/19 and now receives no revenue support grant. Investments and income streams are therefore much more important as is ensuring we spend wisely, ensuring our services are as effective as possible; a particular focus will be environmental services ensuring waste and recycling services are reliable and effective. Good customer service is essential to enable us to get</p>	<p><u>We will do this by:</u> Setting a MTFS that balances prudent use of investment, reserves and capital Continuing to invest in Chesterford Research Park and other suitable opportunities as they arise Implementing service reviews to ensure efficiency and effectiveness Enabling enhanced citizen access through the council's website</p>
---	--

## Appendix A

### Our Vision: Working together for the well-being of our community and to protect and enhance the unique character of the District

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.	Developing a new depot to co-locate three existing depots
--	---

Underpinning these priorities are three important considerations for the way in which the council delivers its services:

- to manage and minimise the environmental impact of our activities
- to maximise the use of digital and SMART technology to enhance well-being
- to demonstrate our commitment to diversity and inclusion