Suffolk Coastal...*where quality of life counts*

Working with our community

Develop a safe and healthy community with access to leisure opportunities

- Support the development of opportunities to engage in leisure & cultural activities
- Work with the police and other partners to reduce anti-social behaviour, the fear of crime, and to maintain the low crime rate
- Continue to provide a healthy and safe environment for the community

Support our economy

- Support economic development and recovery with a focus on key sectors
- Lead and support regeneration activities

Cross-cutting issues

- Young people
- Older people
- Equality & diversity
- Access to services
- Green Issues

Protect & enhance the environment

- Protect and enhance both the natural and the built environment and maintain quality of life
- Work with local communities to ensure our services enhance their local environment
- Ensure the principles of sustainability are promoted widely and guide Suffolk Coastal in its decision making

Meet housing needs

- Achieve a balanced supply of appropriate housing to meet identified needs
- Continued emphasis on the prevention of homelessness

Effective Leadership

- Keeping the community informed about their district and encouraging involvement in the decisions that affect their quality of life
- Building partnership structure that deliver and improving ways of joint working to further the council's aims
- Leading the development of a shared district vision and facilitating the implementation of a shared vision and action plan
- Raising the profile of rural issues encourage others to take responsibility for taking actions which will benefit rural communities
- Increasing support for the agendas and initiatives of parish councils
- Enabling young people to participate in their local community
- Having strategic leadership that yields a flexible and dynamic culture

Improving customer satisfaction and optimising organisational performance

- Increasing public participation in the democratic process through improving awareness of the Council's work
- Meeting defined levels of customer satisfaction
- Ensuring the Council meets equality standards
- Improving the effectiveness of key processes

Funding for Future Success

- Ensuring that the Council's finances are managed prudently and our resources are spent effectively
- Securing extra funding to improve services identified as corporate priorities

Developing our People

- Having staff and members who are equipped with the skills to achieve the Council's aims
- Ensuring that the Council's people are deployed effectively