

Appendix 15

Southend-on-Sea Borough Council's Corporate Priorities 2014-15

The Corporate Priorities support the aims and vision of the Council along with the objectives of Southend Partnerships to improve the quality of life, prosperity and life chances for people in the borough.

Council's vision	'Creating a better Southend'
Council's 5 Aims:	Council's 9 Corporate Priorities: 2014-15
Safe	Continue to reduce crime, disorder and anti-social behaviour.
Clean	Ensure a well maintained and attractive street scene, parks and open spaces
	Where possible minimise our impact on the natural environment
Healthy	Continue to improve outcomes for vulnerable children and adults
	Support Southend to be active and alive with sport and culture
	Reduce inequalities and increase the life chances of people living in Southend.
Prosperous	Encourage the education, economy and prosperity of Southend and its residents
	Enable well-planned quality housing and developments that meet the needs of Southend's residents and businesses
Excellent	Deliver cost effective, targeted services that meet the identified needs of our community.