

## Southend-on-Sea Borough Council's Corporate Priorities

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.

<b>Council's vision: 'Creating a better Southend'</b>	
<b>Council's 5 Aims:</b>	<b>Council's 15 Corporate Priorities:</b>
<b>Safe</b>	<p>To:</p> <ul style="list-style-type: none"> <li>• Create a safe environment across the town for residents, workers and visitors.</li> <li>• Work in partnership with Essex Police and other agencies to tackle crime.</li> <li>• Look after and safeguard our children and vulnerable adults.</li> </ul>
<b>Clean</b>	<p>To:</p> <ul style="list-style-type: none"> <li>• Continue to promote the use of green technology and initiatives to benefit the local economy and environment.</li> <li>• Encourage and enforce high standards of environmental stewardship.</li> </ul>
<b>Healthy</b>	<p>To:</p> <ul style="list-style-type: none"> <li>• Actively promote healthy and active lifestyles for all.</li> <li>• Work with the public and private rented sectors to provide good quality housing.</li> <li>• Improve the life chances of our residents, especially our vulnerable children and adults, by working to reduce inequalities and social deprivation across our communities.</li> </ul>
<b>Prosperous</b>	<p>To:</p> <ul style="list-style-type: none"> <li>• Maximise opportunities to enable the planning and development of quality, affordable housing.</li> <li>• Ensure residents have access to high quality education to enable them to be lifelong learners and have fulfilling employment.</li> <li>• Ensure the town is 'open for businesses' and that new, developing and existing enterprise is nurtured and supported.</li> <li>• Ensure continued regeneration of the town through a culture led agenda.</li> </ul>
<b>Excellent</b>	<p>To:</p> <ul style="list-style-type: none"> <li>• Work with and listen to our communities and partners to achieve better outcomes for all.</li> <li>• Enable communities to be self-sufficient and foster pride in the town.</li> <li>• Promote and lead an entrepreneurial, creative and innovative approach to the development of our town.</li> </ul>