



East Lindsey District Council Corporate Strategy

2010/11 to 2013/14

Vision: A district with healthy, prosperous, vibrant people and places

Mission: An efficient, entrepreneurial and effective local authority



The Council's Principles

1. To be adaptable and flexible, working closely with the community to provide relevant and valued services
2. To provide, enable and procure high quality services through the most appropriate and efficient mechanisms
3. Aim to meet community needs and aspirations in a time of severe spending restraint
4. To know and understand our community, and work in partnership with them
5. To be aware of the external environment and be prepared as far as possible for future challenges
6. To secure efficiencies through collaboration and partnership with other agencies and organisations

	Enabling and supporting PEOPLE		Shaping PLACES		Building PROSPERITY
Strategic Objectives	1. Enabling people to get actively involved in their community	2. Improving equality of opportunity and life chances	3. Contributing to environmental sustainability and adapting to climate change	4. Developing and nurturing the character and viability of our towns, villages and rural areas	5. Helping to develop the right environment for a growing economy – building on current strengths and creating new business sectors
Outcomes	<p>1(a) Active, strong and resilient communities with the skills and capacity to improve wellbeing in their own communities</p> <p>1(b) Well informed communities with the opportunity to influence decision making</p>	<p>2(a) Individuals and families in need, receive integrated support from ELDC and its partners</p> <p>2(b) Inequalities are reduced in East Lindsey's communities</p> <p>2(c) Services and information are available in a wide variety of ways that recognise the diversity of the district</p>	<p>3(a) Communities are fully aware of the potential impact of climate change on the district, and supported in adapting to change</p> <p>3(b) Built and natural environments are enjoyed and valued by residents and visitors</p> <p>3(c) A high quality and clean local environment</p>	<p>4(a) Planning policies and a Local Development Framework are in place that enable appropriate patterns of development, economic growth and a mix of housing</p> <p>4(b) Housing needs are met by working in partnership with housing providers</p> <p>4(c) A diverse district that is celebrated by residents, businesses and visitors</p>	<p>5(a) Strong and active business networks support an active and collaborative business sector</p> <p>5(b) East Lindsey is recognised as a business destination with increased numbers of higher skilled job opportunities</p> <p>5(c) Increased choice in the visitor economy with an extended season, and recognised for our traditional, cultural and green tourism</p>
We will ...	<p>1(i) keep residents well informed about what we do, how decisions are made, and how communities can safely do more themselves</p> <p>1(ii) provide more opportunities for residents, businesses and our partners to influence how our services are developed and delivered</p> <p>1(iii) support the transfer of assets to community ownership or management where this is an appropriate, sustainable cost effective option; and provide support to enable this to happen</p> <p>1(iv) focus community grants on projects that have a lasting benefit and promote resilience and self reliance</p> <p>1(v) support the voluntary and community sectors, encouraging the development of social enterprise to deliver local services</p> <p>1(vi) help communities to keep in touch with each other</p> <p>1(vii) encourage and support sustainable volunteering and harness local skills</p> <p>1(viii) support councillors to further develop their leadership role in the community</p>	<p>2(i) ensure that where we deliver universal services, consideration is made of the diverse needs of the district</p> <p>2(ii) lobby to seek additional resources to support independent living in recognition of the specific needs of the community</p> <p>2(iii) work with partners to maximise external resources to support healthy life styles</p> <p>2(iv) take account of the rural nature of the district when delivering, designing or commissioning services in order to maximise accessibility</p> <p>2(v) provide services to members of the community who are the most vulnerable and require help to meet basic needs</p>	<p>3(i) build resilience in our communities to minimise the danger of flooding and other emergency situations</p> <p>3(ii) ensure that coastal and inland flood risk remains high on the agenda of government departments and other agencies, and in our own policies</p> <p>3(iii) support local communities to reduce carbon emissions while securing year on year reductions in our own, and show leadership through demonstrating environmentally sustainable practices in how we carry out our business</p> <p>3(iv) ensure the delivery of an efficient and effective waste collection service that encourages recycling</p>	<p>4(i) create a more area based approach to service delivery in order to be more responsive to local need and opportunity</p> <p>4(ii) actively recognise the diverse needs of the coast, the Wolds, market towns and rural areas in the design and delivery of services</p> <p>4(iii) seek to maximise external resources to support our partners in addressing the housing needs of our community</p> <p>4(iv) develop and adopt supportive planning policies and LDF to support business development, growth and diversification</p> <p>4(v) support and enhance quality of life through appropriate regulatory regimes</p> <p>4(vi) robustly campaign for the provision of enhanced infrastructure to support business development, growth and diversification</p>	<p>5(i) aim to achieve a year on year increase in the district's visitor economy</p> <p>5(ii) work with partners to develop more choice in the type and level of training and skills available to people and businesses</p> <p>5(iii) support and develop a growing programme of events and festivals that add value to the economy, through seeking external funding and sponsorship</p> <p>5(iv) support town partnerships to enable them to become self-sustaining and contribute to the increased viability of their town</p> <p>5(v) in partnership with the business sector, organise business networking events and mechanisms</p> <p>5(vi) consider the economic impact of everything we do</p> <p>5(vii) aim to reduce the factors that restrict economic growth</p>