

# Delivering 'Our Vision' 2024/25

## Community Leadership runs through all the priorities

2024-28 Theme (and its supporting text) – Theme A

### Pride in our area and services to residents

*We want to put residents first, by promoting clean and tidy communities, providing decent housing that everyone deserves, and tackling the things that make a big difference to you. This means getting the basics right on our services. The Council will look to harness the power of digital delivery of services while ensuring that no resident is left behind. We also want to promote pride in our communities by encouraging everyone to take responsibility for keeping their area a pleasant place in which to live and work.*

#### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

Getting the basics right.	<i>Extend a 'You said, we did' approach to all major services to the public across the Council.</i>	A1
Supporting decent housing for residents	<i>(1) In the Council's own housing stock – driving improvement with expanded estate management and well informed enhancements around kitchens and bathrooms etc. Enhanced tenancy engagement.</i>	A2
	<i>(2) More widely, develop a revised Housing Strategy to address the needs of the District and its residents. Progress the review of the Local Plan to support sustainable development of quality housing for a range of tenures.</i>	A3
Promoting clean and tidy communities... encouraging everyone to take responsibility for keeping their area a pleasant place.	<i>Options appraisal for waste &amp; street cleaning strategy. Community leadership promoting pride of place.</i>	A4

2024-28 Theme (and its supporting text) – Theme B

### Raising aspirations and creating opportunities

*Tending is ambitious and our residents will be supported to reach their potential and realise their opportunities. To do this, working with businesses and partners, we want to improve access to skills learning and training so that residents can find employment and enable businesses to thrive; particularly taking the opportunities afforded by Freeport East and the Garden Community. We want to maximise the opportunities for young people and see them enthused with purpose. To inspire those dreams we will celebrate business success, encourage cultural, tourism and economic growth.*

#### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

We will celebrate business success, encourage cultural, tourism and economic growth.	<i>(1) Develop a long term plan for Clacton-on-Sea working with partners in a Town Board</i>	B1
	<i>(2) Implement Levelling Up Fund, Capital Regeneration Partnership Projects and</i>	B2

	High Street Accelerator Schemes, taking these through design and planning.	
	(3) Manage the UK Shared Prosperity Fund projects that build pride in place, support training, economic growth, and improve life chances.	B3
Tendring is ambitious and our residents will be supported to reach their potential and realise their opportunities.... particularly taking the opportunities afforded by Freeport East and the Garden Community	(1) Take the opportunities afforded by Freeport East and the development of Bathside Bay.	B4
	(2) Progress the Tendring Colchester Borders Garden Community DPD through the planning process to enable the opportunities for new jobs, housing and infrastructure to be delivered on the ground from 2025/26.	B5
	(3) Work with partners in the North Essex Economic Board to enhance economic advance across North Essex.	B6

2024-28 Theme (and its supporting text) – Theme C

## Championing our Local Environment

*We believe our environment is special, it is the space where we live and work, and therefore deserves protection. We will be tough on those who do not respect our environment. We want to create and maintain spaces for leisure, wellbeing and healthy lifestyles, and deliver access to open spaces and community resources.*

### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

We believe our environment is special to our residents.	Delivering quality Council open space and street scene.	C1
Our environment deserves protection.	Implement measures from the new Climate Change Action Plan.	C2
We will be tough on those who do not respect our environment.	Enhancing capacity to be tough on those that litter and fly-tip on land for which the Council is responsible.	C3
We want to create and maintain opportunities for leisure, wellbeing and healthy lifestyles.	Implement the Sports and Activity Strategy for the District.	C4

2024-28 Theme (and its supporting text) – Theme D

## Working with partners to improve quality of life

*We want to promote safer, healthier, well connected and inclusive communities by working with our partners across government, public, private and third sectors. We will strive to build on the firm foundations, developed over time, with those partners to meet the identified needs of our communities. We recognise the vital role volunteers play in caring for others and our environment, and we will support, encourage and facilitate those opportunities.*

### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

We want to promote safer, healthier, well connected and inclusive communities by working with our partners across government, public, private and third sectors.	(1) To support projects to reduce Health inequalities e.g. around Fuel Poverty and access to the jobs market.	D1
	(2) To expand the Pupil Encounters' Project, to provide all school children with	D2

	additional encounters with businesses and employers throughout their Education.	
	(3) To deliver a STEAM event for Primary Schools whereby pupils are introduced to a range of Employers including Galloper, EDF, Dance East, Essex Police and Colchester Zoo.	D3
	(4) To look at measures to address nuisance driving/noisy vehicles and consult with residents on these measures. The appropriate measures would then be introduced.	D4
	(5) To complete enhanced CCTV coverage in public areas.	D5
	(6) Establishing the feasibility for a new wellbeing hub in the District	D6

2024-28 Theme (and its supporting text) – Theme E

## Promoting our heritage offer, attracting visitors and encouraging them to stay longer

*We want to boost our tourism by attracting more visitors to the 36 miles of sunshine coast and to our rural towns and villages. We will support our unique heritage, work with our partners, run events and promote the district for the benefit of our residents and to encourage visitors to come and to stay for longer.*

### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

We will support our unique heritage, work with our partners, run events and promote the district for the benefit of our residents and to encourage visitors to come and to stay for longer.	(1) Fundraise to support heritage in Tendring, for example the Witches' Trail around Manningtree and the Leading Lights in Harwich	E1
	(2) Re-introduce the Tour de Tendring cycling event	E2
	(3) Working with the Arts Council and others to deliver vibrant cultural and arts activities in the District	E3
We want to boost our tourism by attracting more visitors to the 36 miles of sunshine coast	(1) Developing a programme of events in the District and promoting those events.	E4
	(2) Host the Clacton Air Show and draw in additional sponsorship funding	E5

2024-28 Theme (and its supporting text) – Theme F

## Financial Sustainability and openness

*To continue to deliver effective services and get things done we must look after the public purse; that means carefully planning what we do, managing capacity, and prioritising what we focus our time, money and assets on. Tough decisions will not be shied away from, but will be taken transparently, be well-informed, and based upon engagement with our residents. We will give clarity on where the Council spends the money it is provided with.*

### Highlight 2024/25 Year Priorities (and tangible actions to be undertaken in that year)

Prioritising what we focus our time, money and assets on.	Maximise the value of our assets and take advantage of procurement opportunities with partners.	F1
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Tough decisions will not be shied away from, but will be taken transparently, be well-informed, and informed from engagement with our residents.	Carefully plan the Council's budget and taking appropriate action to respond to liabilities / costs pressures.	F2
We will give clarity on where the Council spends its money.	(1) Reviewing and reinforce the Council's engagement strategy	F3
	(2) Review its communication strategy.	F4

## **Listening to and delivering for our residents and businesses**

Note: While the Highlight Priorities above have been assigned to one of the Corporate Plan Theme it is recognised that many of the proposed Priorities will also significantly contribute to another or several other of the Themes.