

**Hastings Borough Council - Draft Strategic Priorities**

**1. Help to mitigate the negative effects of the widespread economic downturn on the local economy, employment and quality of life.**

This means the Council will...

- a. Support initiatives to protect employment, and to lay the basis for opportunities when the economy begins to grow, focusing on sectors with longer term potential for growth;
- b. Support initiatives to enable people to enter training and employment, and to prevent young people going from school to unemployment;
- c. Continue to seek and promote investment in physical regeneration, to provide infrastructure for when the economy begins to grow;
- d. Maintain our investment programme to improve housing provision;
- e. Work with partners to provide good leisure and cultural facilities.

**2. Work with partners to achieve a safer and cleaner environment**

This means the Council will...

- a. Help to make Hastings safer, particularly our town centres;
- b. Make our waste collection and recycling arrangements more efficient and cost-effective, and continue to improve street cleanliness;
- c. Work to reduce the Council's impact on the environment, by reducing our carbon emissions and in particular consuming less energy, as well as working with others to reduce the town's 'carbon footprint'.

**3. Be an efficient, financially sound customer orientated Council and a good employer**

This means the Council will...

- a. Improve administrative efficiency and value for money;
- b. Improve the quality and effectiveness of face-to-face, telephone and written contacts with our customers;
- c. Work at being a better employer, in particular by addressing issues like internal communications, raised in staff surveys;
- d. Work to minimise the pain for us of the financial impacts (reduced income and increased costs) of the current economic downturn;

- e. Continue to provide essential services and to fulfil statutory duties at our above minimum requirements.

#### **4. Promote equality and an inclusive and supportive community**

This means the Council will...

- a. Encourage mutual respect between diverse groups, and face up to prejudice;
- b. Improve our understanding of different groups living in the local community, and make sure our service delivery is sensitive to these differences;
- c. Help local people to influence decisions about the area in which they live.