



Scarborough Borough Council

to have a safe, happy, healthy population, with people who feel valued and included

We aim to be a place where:

- People feel safe and secure in their communities which have low rates of crime and the fear of crime
- People are healthy, with high levels of participation in sports and leisure activities, contributing to both mental and physical wellbeing
- There is a choice of high quality, suitable and affordable homes for all
- There are high levels of participation in local democracy, community action and volunteering

people

to protect and improve our environment, now and for the future

We aim to be a place where we have:

- Clean, well maintained and managed streets, parks and open spaces
- High quality planning and development
- Well managed coastal and flood defences
- Environmental Sustainability, achieved through reducing carbon emissions and effective waste management, with high levels of recycling

place

prosperity

to develop a prosperous and innovative Borough, with a highly skilled and aspirational workforce

We aim to:

- radically increase the skills & aspirations of the workforce and improve the educational attainment and aspirations of young people
- ensure that skills provision meets the needs of the labour market
- establish the Borough as the most highly skilled coastal community by 2030
- establish the Borough as a national hotspot of Higher and Further Education provision and as a national centre of excellence in the provision of engineering, construction and technical skills
- improve wage rates and reduce unemployment
- develop Sustainable Tourism which is of high quality, varied and is all year round

council

to be an efficient and effective Council, which is financially sustainable for the future

We aim to:

- provide leadership to our local communities
- put customers first, providing excellent standards of customer service
- ensure our service provide value for money and secure best use of our assets
- be transparent, open and fair and to set high standards, with robust governance arrangements
- be accessible and value diversity
- have staff who feel valued and empowered
- promote digital equality through a shared commitment with the Digital Inclusion Partnership

Corporate Plan - Towards 2030


Towards a prosperous Borough, with a high quality of life for all

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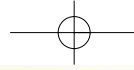
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Corporate Plan Towards 2030

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with a high quality of life for all**



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