

Our **VISION** is...

The Selby district is *a great place*

Our **STRATEGIC PRIORITIES** are...

a great place to
LIVE

a great place to
ENJOY

a great place to
GROW

a great place with a Council delivering
GREAT VALUE

Our **OBJECTIVES** for successful delivery are...

- improved housing supply
- better quality council homes
- improved town centres

- improved environmental quality
- safe neighbourhoods
- improved sustainable transport

- increased investment in the district
- more well paid jobs
- higher skills levels

- digitally enabled customer service
- good quality services
- financially sustainable

Our **HEADLINE DELIVERY PRIORITIES** for the first three years to deliver those objectives are...

- **Enable the delivery of increased housing supply** through close working with strategic partners and with landowners and developers to promote sustainable development, support improved environmental standards for housing and development in line with national standards.
- **Increase the number of affordable homes** in the Selby district through delivery of our housing development programme - including the strategic acquisition of existing homes - to ensure all households in the district have access to sustainable accommodation that supports them to fulfil their ambitions and aspirations.
- **Invest in improving the quality of Selby District Council housing stock** through implementing the revised HRA Business Plan.
- **Develop a long-term programme of market town regeneration** to support the development of vibrant town centres and places in Selby, Tadcaster and Sherburn and the provision of high quality leisure, service and accommodation offers for residents, visitors and businesses.

- **Deliver improved environmental standards** through working closely with delivery partners to significantly reduce household waste, improve recycling and uphold the cleanliness of Selby district streets and public spaces.
- **Enhance community safety** and feelings of community wellbeing through working closely with strategic partners, building on co-location with the Police and enhancing public spaces.
- **Respond to our developing understanding of the impacts of climate change** to foster local resilience and assurance through identifying and promoting low carbon – including aiming for the Council to be Carbon neutral before 2050 - and working with strategic partners to explore the economic potential of a M62 low carbon energy corridor.
- **Protect and promote Green Infrastructure** to support wider health and socio-economic benefits through the setting of robust minimum standards and promotion of sustainable transport to support climate change adaptation.

- **Deliver a new Local Plan for the Selby District** to set out the strategic priorities for the sustainable development of the district - including those covering housing, commercial, public and private development, transport infrastructure and protection for the local environment.
- **Enable a thriving visitor economy** underpinned by a sustained focus on enhancing the district's cultural, retail and leisure offer.
- **Support enterprise and business growth** that benefits local residents through development of the necessary infrastructure and support to attract new business investments and support local business to grow.
- **Support the local workforce to reach their potential:** increasing apprenticeship and vocational training, including in emerging clean growth industries, removing health and transport barriers and supporting those out of work to drive productivity and growth.

- **Adopt a digital first approach to delivering on customer needs**, utilising digital technology to provide help, advice, information and easy access to services in a way that suits our customers.
- **Support and develop a workforce to deliver our ambitions** with the right people in the right roles with the right skills and supported by digital technology.
- **Implement a strategic approach to the use of our physical and financial assets** to ensure they support the future sustainability of the Council and realisation of our ambitions with recognition of the importance of promoting a sustainable environment.
- **Ensure service delivery arrangements maximise value for money for residents**, keeping service design and delivery under review, encourage innovation and improvement and maximise the benefits of a mixed economy of provision to keep costs down, build in resilience and maintain standards.

Our staff will demonstrate the following **VALUES**...

Customer focused

"I'm happy that people get the help they need"

Business-like

"I feel like everything I do at work adds value"

One team Selby

"I feel I am an important part of something bigger"

Flexible

"I feel energised and positive about change"

Forward thinking

"I feel encouraged to come up with new ideas and that I am listened to"

Trustworthy

"I am treated fairly and honestly, so that's how I treat others"

In delivering these priorities we will be guided by our **PRINCIPLES**...

Collaborative

"We will be outward-focused and work with others to get things done"

Community-focused

"We will empower and involve people in decisions about their area and their services"

Customer-centred

"We will utilise digital technology to improve access to services and enable people to use self-service channels"

Wellbeing-led

"We will consider the impact on encouraging healthy life choices in our decision-making"