

SECTION 4

SUMMARY OF THE COUNCIL'S OBJECTIVES IN RESPECT OF ITS SERVICES

The Council, at its meeting on 12 October 2000, adopted revised sets of Core Values and Strategic Priorities. The first reflect its key principles and the second set out its priorities for action and service provision.

Core Values:

Guildford seeks to be:

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| <i>A Communicating Authority</i> | - | one that informs and listens to the public and our staff about matters that concern them. |
| <i>A Partnership Authority</i> | - | committed to working with the private sector, the voluntary sector, the business community, other agencies and local communities for the benefit of the people of Guildford Borough. |
| <i>A Responsive Authority</i> | - | in the way that it cares for our customers and provide services. |
| <i>A Community-Orientated Authority</i> | - | believing in the value and significance of local communities and committed to local communities in making decisions of local significance. |
| <i>A Challenging Authority</i> | - | seeking to ensure continuous improvement in all Council Services to promote Best Value for the Community. |

Strategic Priorities:

Building on the strengths of Guildford's communities and working in partnership with them, to enhance the quality of life for all residents, workers and visitors, with particular emphasis on:

Improving the well being of our whole community

- Bringing improvements for the disadvantaged and vulnerable in our society
- Protecting and enhancing the quality of Guildford's natural and built environment
- Increasing affordable housing opportunities
- Providing and promoting opportunities for young people in our society
- Facilitating and promoting better health

Continuing to promote key areas of Council policy by

- Maintaining and publicising Guildford as a safe Borough
- Sustaining and enhancing access to high quality in arts, sports and science
- Balancing the needs of our heritage and environment with continued economic prosperity and a flourishing business community
- Aiming to build sustainability into all the Council's policies and activities

Focusing on Transport

- Offering attractive and viable alternatives to the car
- Providing services to increase mobility for all residents, making all parts of our borough accessible.”

The Council's Core Values and Strategic Priorities are reviewed frequently and the current priorities were adopted in October last year after a prolonged process of consultation and feedback through the Citizens' Panel of 1,000 volunteer households, and the Council's biennial Residents' Survey. These priorities are taken into account in everything the Council does, and are reflected in the planning and development of all its services. Every Committee of the Council is required to take the strategic priorities into account in considering each matter brought before them, in order to ensure that the overall priorities identified for the Borough are reflected in individual service plans. During the development of the Borough Community Plan (see Section 1 above) the Council will put forward its current priorities into the process, and there will be further opportunity for the whole community to have an impact into the further development of these priorities.