

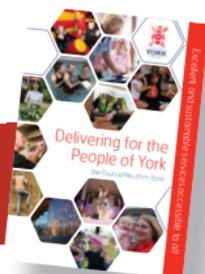


Our goals for York

City of York Council's priorities for 2011 – 2015 are to:

- Create jobs and grow the economy
- Get York moving
- Build strong communities
- Protect vulnerable people
- Protect the environment

The Council Plan is available on colin or, for a printed version, call (01904) 552027 or email strategyteam@york.gov.uk



Excellence and sustainable services accessible to all



Introduction by Kersten England

Chief Executive, City of York Council

There's never been a more important time for us all to pull together at City of York Council and focus on what's most important.

At a time when money is short, resources are stretched and some tough decisions must be made, we need to harness the strength and focus the creativity of 'Team York' on our city for the next four years.

Our priorities are to:

- Create jobs and grow the economy
- Get York moving
- Build strong communities
- Protect vulnerable people
- Protect the environment.

To achieve these goals, we all need to examine how we can unleash our potential.

This means looking at how we work to identify what is good and can be developed, and what needs to change.

So, to meet our priorities, we need to be:

- A confident, collaborative organisation
- Completely in touch with our communities
- Relentlessly focused on our priorities.

This diagram shows how we believe we can meet our priorities using these core capabilities.



These qualities are essential for the Council so that together with our partners, Team York can improve the quality of life for the people of York and make this an even fairer city for all.

Create jobs and grow the economy

Just as we want to maximise the city's potential, so we want all the city's residents to achieve theirs.

We want to provide new job opportunities and the chance for a higher quality of life for residents.



We will do this by:

- Encouraging and supporting new and existing businesses to set up and grow
- Attracting international investment
- Allocating land to meet business needs
- Improving transport links to the rest of the UK and setting up super-fast, world-wide broadband connections
- Helping residents into training and employment.

Get York moving

An effective transport system that lets people and vehicles move efficiently around the city is vital to its success.

Cutting congestion on the roads by making people less reliant on the car will support economic growth and improve air quality for all.

We will do this by:

- Expanding Park & Ride services
- Improving local bus services
- Developing York's cycling and pedestrian network
- Improving city centre circulation
- Establishing 20mph speed limits in York's residential areas
- Campaigning to encourage less reliance on the car.



Build strong communities

Strong communities are the foundation of a thriving city.

We want York to be a place where active and self-reliant communities really have a say in local issues and where everyone feels they belong.

We will do this by:

- Talking with and listening to people – including the city's younger residents
- Encouraging and supporting more volunteers
- Making everyone feel and be safer
- Providing more and better opportunities for leisure and culture
- Allowing the right mix of homes, schools, GPs, shops and community facilities to support and sustain local communities.



Protect vulnerable people

We would like to help and support our growing older population to live more independently and give them more choice and control over their daily lives.

We also want to ensure that York's children grow up happy and settled in families wherever possible.

We will do this by:

- Providing great care facilities
- Investing in services to support people to live in their own homes
- Ensuring vulnerable adults are safe while promoting their independence
- Setting up a Health and Wellbeing Board
- Supporting families who may be struggling
- Running the Fairness Commission.



Protect the environment

York has an outstanding built and natural environment and world class heritage.

These star qualities need to be used to attract further investment and lasting growth, without compromising what makes the city such a beautiful place.

We will do this by:

- Cutting our carbon emissions and improving air quality
- Managing our green space
- Improving how we look after the city's heritage and old buildings
- Maximising recycling levels and reducing what is sent to landfill
- Improving the quality of York's streets and public open spaces
- Developing a Renewable Energy Strategy.



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Produced by



Publications
01904 479500