Introduction

1. Each organisation should have a strategic document that sets out its priorities over the coming years. Our Plan is the Council’s strategic document and its aim is to provide key stakeholders, customers and potential investors with a summary of our ambitions highlighting the strategic direction for the City Council. Our Plan has been developed by the Council’s Management Team together with Cabinet and Senior Managers and is set out at Appendix 1. The Plan signals our ambition to continue to be a sustainable and creative Council with the community at its heart and to be recognised as a leading regional centre and destination in the East of England. We will aim to improve the lives of all our residents by making Chelmsford a Fairer, Greener, Safer and Better Connected place to live, work and visit.

Our Plan

2. The new Plan is ambitious and aims to ensure that we improve Chelmsford for its residents and businesses. These ambitions are being delivered against a continued backdrop of austerity and competing pressures on Local Government, although the Council does not intend to be constrained by these and continues to plan to create a better Chelmsford.

3. The priorities which the Council are asked to endorse are to deliver:

   1. A Fairer and Inclusive Chelmsford.
   2. A Safer and Greener Place.
   4. A Better Connected Chelmsford

   The rationale for each priority is set out in the Plan together with what we will aim to deliver and what success will look like.

Conclusion

4. Our Plan aims to continue to deliver improved services to residents and sets a clear framework for delivering the Council’s aspirations, thereby enabling the Council to meet the expectations and needs of those who live, work in and visit the City.

RECOMMENDED that

the Council’s key priorities set out “Our Chelmsford, Our Plan” be approved.