

CHAPTER 1: Our Vision, Objectives and Priorities

Our vision and objectives

We want to raise the quality of life for all our residents by securing their future prosperity and well-being and improving the places where they live, work and spend their leisure time. Our vision therefore is: **to create places where everyone can prosper, be safe and healthy, and live in a high quality environment.**

To achieve this vision, our main objectives are to create and sustain:

- A vibrant, diverse and sustainable economy
- Great places to live in, visit and enjoy, and
- Safe, healthy and fulfilling lives.

Our strategic priorities

Our research and consultation shows that a number of issues affect the quality of life for people in East Sussex. Tackling these issues have therefore become our strategic priorities, each of which contributes to the vision and objectives above:

- Developing our economy, creating jobs and increasing prosperity
- Providing high quality education, learning & skills opportunities
- Improving travel choices and access to services
- Providing high quality affordable housing
- Protecting our natural and built environments and adapting and responding to climate change
- Improving health and well-being
- Ensuring people and communities are safe and secure
- Creating strong communities and community leadership
- Enabling people to enjoy culture, sports and leisure.

We also know that, in relation to everything we do, we must:

- **Reduce inequalities and narrow the gap** between the least and most deprived individuals and communities, whilst raising the quality of life for everyone: Central to our vision is ensuring that everyone has an equal opportunity to succeed in life. We aim to address poverty, disadvantage and exclusion wherever it occurs, and will build targets into our action plans to overcome the barriers that prevent people enjoying a good quality of life e.g. isolation, poor health, housing, education, skills and opportunities for meaningful employment.
- **Be sustainable** as we strive to deliver social, economic and environmental benefits: We must consider the social, economic and environmental impacts of our work, and ensure the resources and capacity needed to deliver change exist and are sustainable. We must also ensure that we meet the needs of the present without compromising the ability of future generations to meet their own needs. A healthy environment also supports social and economic activity and should be at the heart of everything we do.
- **Provide and deliver effective, high quality, customer-focussed services** which meet people's changing needs wherever they live.

Older people and children and young people also require particular attention because East Sussex has a large and growing older population, and because children and young people are our future. However, very few of the issues that affect people's quality of life occur in isolation to others, affect a single age group or community or can be tackled in one particular way. We must therefore make progress in all areas to achieve our vision – no single issue tackled in isolation will make enough of a difference and partnership working is the only way in which we will succeed in this. In addition, we recognise that we need to tackle causes as well as effects through, for example, early interventions and preventative work.

We also understand that nothing stays the same for long. That is why this strategy will be regularly reviewed and updated to ensure it stays relevant and up to date, and that resources are targeted at the individuals, communities, areas and issues that need them most. We will also be using information and trends to forecast the future so that we can better understand, influence and respond to it.