

Guildford Borough Council Corporate Plan 2021 - 2025

Listening – Acting – Delivering

OUR VISION

A green, thriving town and villages where people have the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.

OUR MISSION

An efficient, innovative and transparent Council that listens and responds quickly to the needs of our community.

OUR VALUES

We will put the interests of our community first

We will listen to the views of residents and be open and accountable in our decision-making

We will deliver excellent customer service

We will follow a robust and prudent financial strategy that delivers cost-effective, value for money services

We will put the environment at the heart of our actions and decisions to deliver on our commitment to the climate change emergency

We will support the most vulnerable members of our community as we believe that every person matters

We will support our local economy

We will work constructively with other councils, partners, businesses and communities to achieve the best outcomes for all

We will ensure that our councillors and staff uphold the highest standards of conduct

OUR PRIORITIES

Empowering communities and supporting people who need help

- Tackling all inequality in our communities
- Work with communities to support those in need
- Support the unemployed back into the workplace and facilitate opportunities for residents to enhance their skills
 - Prevent homelessness and rough-sleeping in the borough

Residents having access to the homes and jobs they need

- Revive Guildford town centre to unlock its full potential
 - Provide and facilitate affordable housing
- Create employment opportunities through regeneration
 - Facilitate high quality development of strategic sites
- Support our business community and attract new inward investment
- Maximise opportunities for digital infrastructure improvements and smart places technology

Protecting our environment

- Provide leadership in our own operations by reducing carbon emissions, energy consumption and waste
 - Encourage residents and businesses to act in more environmentally sustainable ways through their waste, travel and energy choices
- Work with partners to make travel more sustainable and reduce congestion

(The following sections to be completed once priorities agreed)

WHAT WE WILL DO

As examples under the theme “Residents having access to the homes and jobs they need”, activities might include:

- North Street Regeneration Scheme
- Ash Road Bridge
- North Downs Housing / Guildford Holdings
- Midleton Redevelopment
- Weyside Urban Village
- Guildford Economic Regeneration Programme

HOW WE WILL MEASURE OUR SUCCESS

Success will be measured through our performance management framework. Under the same theme, examples of key indicators may include:

- Number of affordable homes completed
- Total number of households on housing registers
- Total number of business rates payers
- Percentage of vacant town centre retail units
- Percentage of residents in receipt of out-of-work benefits