



Scarborough Borough Council

Corporate Plan

Towards 2030

Towards a prosperous borough, with a high quality of life for all

People

To have a safe, happy, healthy population, with people who feel valued and included

We aim to have to be a place where:

- People feel safe and secure in their communities which have low rates of crime and the fear of crime
- People are healthy, with high levels of participation in sports, leisure and cultural activities, contributing to both mental and physical wellbeing
- There is a choice of high quality, suitable and affordable homes for all
- There are high levels of participation in local democracy, community action and volunteering

Place

To protect and improve our environment, now and for the future

We aim to be a Place where we have:

- Clean, well maintained and managed streets, parks and open spaces
- High quality planning and development
- Well managed coastal and flood defences
- Environmental Sustainability, through means including reducing carbon emissions and effective waste management, with high levels of recycling

Prosperity

To develop a prosperous and innovative borough, with a highly skilled and aspirational workforce

We aim to:

- radically increase the skills & aspirations of the workforce and improve the educational attainment & aspirations of young people
- ensure that skills provision meets the needs of the labour market
- establish the Borough as the most highly skilled coastal community by 2030
- establish the Borough as a national hotspot of Higher and Further Education provision and as a national centre of excellence in the provision of engineering, construction and technical skills
- improve wage rates and reduce unemployment
- develop Sustainable Tourism which is high quality, varied and all year round

Council

To be an efficient and effective Council, which is financially sustainable for the future

We aim to:

- Provide leadership to our local communities
- Put customers first, providing excellent standards of customer service
- Ensure our services provide value for money and secure best use of our assets
- Be transparent, open and fair, setting high standards, with robust governance arrangements
- Be accessible and value diversity
- Have staff who feel valued and empowered
- Promote digital equality through a shared commitment with the Digital Inclusion Partnership