

NORTHUMBERLAND

Northumberland County Council

Our Vision

Northumberland will be a thriving county where people choose to live, work, visit and invest

Our Mission

We will listen and respond to local people and our partners and we will be confident, innovative and fair

Our Values

Passionate Creative Opportunistic Customer Driven Efficient Consistent Trustworthy

Our Priorities

We will work with local people, local enterprises and with our partners to achieve these outcomes

Grow our local economy



- **Support** new and existing businesses to **reach** their potential
- **Help** local people to gain the training, skills and qualifications they need to **secure** meaningful work
- **Provide** a good education for children and young people to ensure they are **prepared** for future employment
- **Provide** quality transport networks **connecting** people, businesses and communities
- **Provide** a modern communication network including complete broadband and mobile phone coverage

Improve our places and our environment



- **Maintain** and **improve** the vitality of towns, villages and countryside
- **Protect** our natural environment
- **Identify** suitable areas for appropriate development and **provide** affordable housing
- **Make sure** we have the modern infrastructure required for our communities
- **Promote** sustainable travel and **provide** an integrated public transport network
- **Improve** our visitor offer, **expand** the scale and depth of creative industries and **extend** our tourism season to **attract** more visitors

Enable communities and families to be strong



- **Ensure** all residents feel safe, belong and have a say in how the county is run
- **Provide** a range of quality community and cultural services and facilities which inspire creativity and participation
- **Work** closely with our voluntary and community organisations to make sure everyone gets involved
- **Protect** the population from infectious diseases, environmental hazards and severe weather incidents
- **Continue** to tackle poverty and **support** those affected by welfare reform
- **Protect** vulnerable people and **provide** early help to those families at risk of falling into crisis

Help people to be healthy and independent



- **Give** everyone the opportunity to lead healthy, independent lives for as long as possible
- **Safeguard** our most vulnerable residents in a way that maintains their dignity and confidence and prevents isolation
- **Deliver** integrated well managed and targeted services to allow all residents to access the support they are entitled to
- **Promote** public health and wellbeing in the community and **encourage** healthy lifestyles

Our Organisation

This is what we will do to support and enable our core priorities

Make the best use of our limited resources to ensure maximum benefit for all citizens in all communities across the county

Create a unified council where all staff and elected members understand their role and are motivated to deliver excellent services

Listen to and **value** the views, concerns and ideas of staff

Make sure all residents and businesses know what the council stands for and how it wants to work

Listen and **promptly respond** to feedback from our residents and provide quality customer services that they need and value

Work in partnership and **collaborate** with others to deliver services as effectively and efficiently as possible