



# Welcome

I would like to introduce you to the Council's Vision for Brentwood, our new Corporate Plan, which focuses on the Council's top priorities and ambitions for the Borough over the next three years.

As local government continues to change and we face new and ever growing challenges, it is important that we are preparing ourselves as best we can so as to continue to deliver quality services that matter to our residents. We are exploring ways of generating income by maximising returns from our property assets but also reducing our costs by cutting unnecessary bureaucracy.

Our Borough is a great place to live, work and visit; with strong, healthy and vibrant communities along with a beautiful green environment to enjoy. We want to keep it that way and are working hard to produce a new Local Plan which both protects the essential qualities of the Borough, while at the same time delivering the right mix of housing, jobs, open space and other infrastructure that will be required in the future.

We know that keeping our streets and green spaces clean and tidy is a priority for many residents and we have already introduced our new Street Inspector initiative to help improve this and to drive up standards of cleanliness in the Borough.

We will continue to support the invaluable work carried out by the Community Safety Partnership who help our most vulnerable residents to feel safe and work with them to reduce anti-social behaviour and ensure Brentwood continues to be a safe place to live.

To get the best deal for Brentwood and to make sure the Borough's views are represented we will continue to strengthen our existing relationships with our partners and community groups both in the Borough and across Essex. We will also look at how we can improve resident engagement by finding new ways of reaching local groups.

We will continue to support Economic Development to build on the entrepreneurial spirit and aspirations of our businesses big and small whilst improving job creation with apprenticeship schemes and helping people back to work. By pledging to develop a Town Centre plan we can strengthen our commitment to link key development opportunities. By continuing our work with key business partners we can help maximise opportunities and reinforce that Brentwood is a great place to do business and to live.

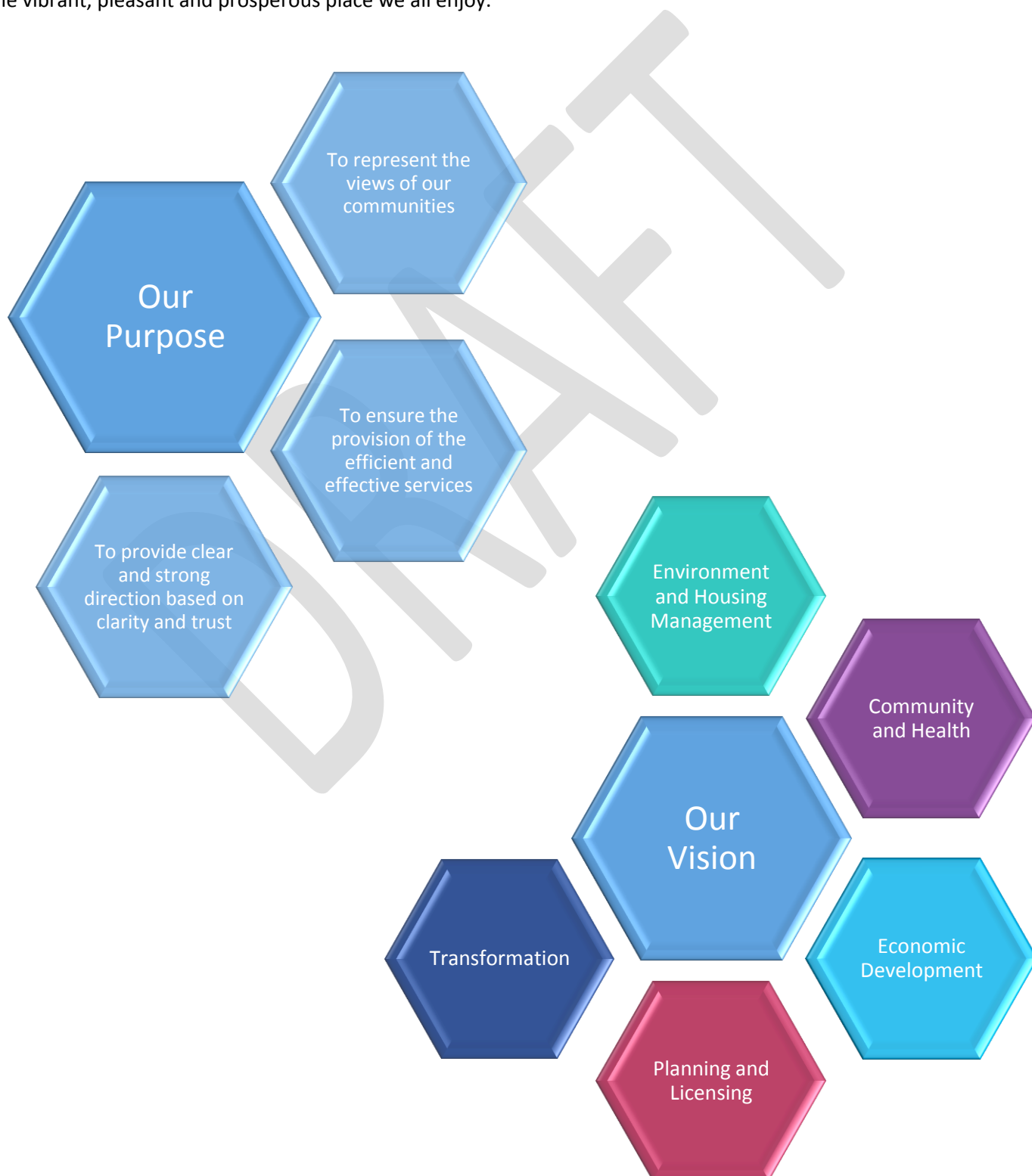
Cllr Louise McKinlay  
Leader of Brentwood Borough Council

# Our Purpose and Vision

Brentwood Borough Council exists to serve the needs of local people. In partnership with the whole community, we aim to make the Borough an even better place to live, work and visit.

Over the next three years, we will put into place our plans to ensure the future wellbeing of our community, the cleanliness of our neighbourhoods and the prosperity of local businesses. We will focus on the right mix of homes in our towns and villages supported by appropriate infrastructure. Furthermore, we shall transform the way the Council works, providing first-class services with the most efficient use of resources.

Most importantly, we will work with residents and partner organisations to get the best for Brentwood. We shall develop new relationships within the community and work to strengthen existing ones so that our Borough remains the vibrant, pleasant and prosperous place we all enjoy.



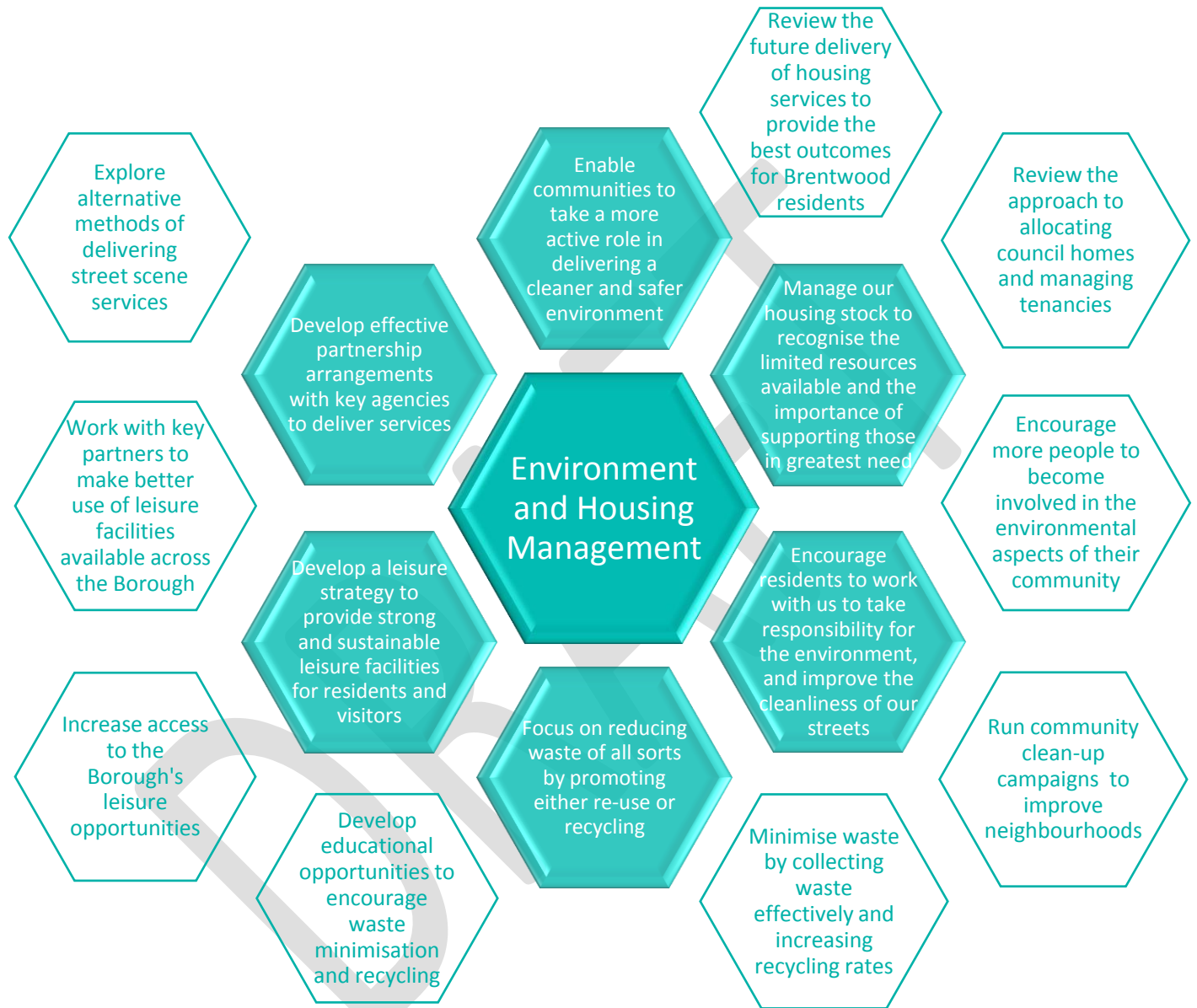
# Planning Framework – The Golden Thread

Vision for Brentwood is our main strategic planning document, providing a framework for the delivery of services. It is a clear statement of our priorities for the next three years.



# Environment and Housing Management

We will find new ways of working with partners and embrace the support of communities to enhance our environment and maintain the attractiveness of our Borough. We will work to ensure our housing stock is managed so as it delivers well for residents, in line with the resources available.



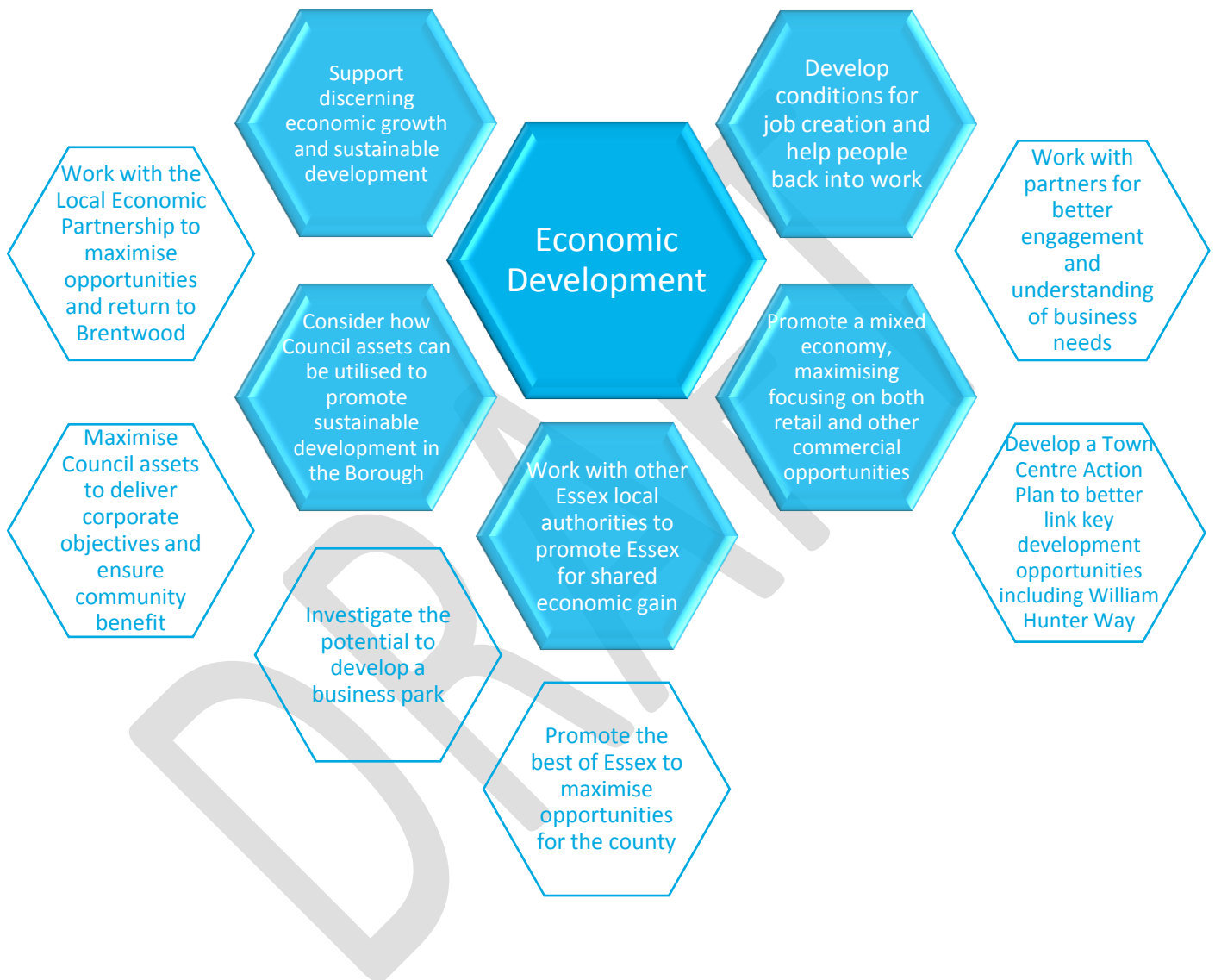
# Community and Health

Brentwood is fortunate to benefit from a range of vibrant groups and organisations that enhance and support the local community. The Council will work with local businesses, community groups and the voluntary sector to ensure the future wellbeing of our Borough.



# Economic Development

Our superior locational advantage and entrepreneurial spirit means that Brentwood is fortunate to have a strong economic foundation. In partnership with key local and regional business organisations, we can harness that force to promote the Borough, encourage a mixed economy and support sustainable development.



# Planning and Licensing

A new Local Development Plan will shape the way our Borough will change over the next fifteen years. We will work hard to get the best outcome and achieve a good balance for residents and businesses in a way that celebrates Brentwood's unique history and quality of life; both within the borough and influencing the outcome of regional developments that will affect Brentwood residents.





# Transformation

Between 2015 and 2018 the way the Council looks and works will be transformed. We will continue the drive to make it easier for customers to access services and information, cut out bureaucracy that doesn't add value and make sure taxpayers' money is even more wisely spent. We will explore new income generating ideas and opportunities. We will have services delivered by those best placed to deliver excellence and value-for-money, whilst holding onto and enhancing our role, duties and powers as local council and community leader.

