

Priority	<p>A clean and green Rossendale This priority is about place. Our priority is to keep Rossendale clean and green, for all Rossendale's residents and visitors to enjoy. We will use our resources wisely and reduce our environmental impact where possible.</p>	<p>A connected, growing and successful Rossendale that welcomes sustainable growth This priority is about prosperity; Our priority is to realise the growth potential of the Rossendale economy, create jobs locally and improve economic opportunity for all. We will ensure that we are well connected to our residents, to our key partners and stakeholders. We want to make the most of every pound we spend and we are always looking for new and innovative ways to make the resources we do have, work harder for us.</p>	<p>A proud, healthy and vibrant Rossendale This priority is about people. Our priority is to ensure that we are creating and maintaining a healthy and vibrant place for people to live and visit.</p>
Corporate Objectives	<p>Clean Work with our communities to enhance our parks, playgrounds, green spaces and countryside, for all to enjoy. Sam Plum</p> <p>Be tough with those who blight our communities with fly-tipping, litter and dog fouling through more enforcement. Phil Morton</p> <p>Work with our partners to improve the quality and cleanliness of the roads in the Borough. Sam Plum</p> <p>Green Reduce waste and increase recycling in the borough. Sam Plum</p> <p>Work with partners on ensuring Rossendale is robustly prepared for civil and environmental disasters. Steve Tomlinson</p>	<p>Connected Invest in our staff to champion our more commercial and digital approach. Clare Law</p> <p>Make it easier for customers to interact with the Council online when it suits them, by making more of our services digital. Andrew Buckle</p> <p>Growing Establish thriving town centres of Rawtenstall, Bacup and Haslingden. Guy Darragh</p> <p>Promote and increase inward investment in Rossendale attracting growth sector businesses. Guy Darragh</p> <p>Create a strong indigenous business base, supporting new and existing businesses. Guy Darragh</p> <p>Develop our visitor economy, Adrenaline Valley brand and cultural offer. Guy Darragh</p> <p>Successful Bridge the MTFS £1m funding gap using an increased commercial, efficient and effective approach to Council services. Phil Seddon</p> <p>Work with partners and community organisations to deliver excellent and innovative customer service. Sam Plum</p>	<p>Proud Celebrating the success of our residents, business and the Council's work through publicity, raising awareness of the great things they do. Clare Law</p> <p>Build strong, resilient communities, creating neighbourhoods where people feel proud and safe to live. Alison Wilkins</p> <p>Healthy Work with partners to help residents improve their health and wellbeing. Sam Plum</p> <p>Protect our more vulnerable residents by working to prevent and relieve homelessness, and providing adaptations to assist people to live independently in their own homes. Mick Coogan</p> <p>Meet the housing needs of the borough by increasing the delivery of affordable homes and reducing the number of empty dwellings across the Borough. Mick Coogan</p> <p>Vibrant Ensuring residents and communities reach their full economic potential; enhanced employment, skills and educational opportunities. Cath Burns</p>
Key Measures of Success	<ul style="list-style-type: none"> - Customer satisfaction with parks and playgrounds - Reduction in enviro-crime incidents - Increase in recycling rate 	<ul style="list-style-type: none"> - Reduction in vacant town centre floor space. - Increase in median workplace earnings (residency based). - Expand the business rate base. - Increase in revenues streams from Council owned commercial stock. - Increase in visitor numbers. 	<ul style="list-style-type: none"> - Reduction in crime levels - Improvement in Rossendale key health indicators - Reduce statutory homelessness acceptances - Increase homelessness preventions and reliefs - Increase new homes, including affordable homes - Reduction in the percentage of benefit claimants.