

Our Vision and Priorities

Our Vision is to help Reading realise its potential and to ensure that everyone who lives and works here can share in the benefits of its success.

To deliver this vision we will focus on the following five priorities over the next three years:

Develop fairer communities and affordable housing

We will:

- Deliver new energy efficient council homes and improve tenant satisfaction with social housing.
- Prevent the escalation of children's needs through the development of a comprehensive partnership early help offer.
- Promote best practice across Reading's schools, helping to improve educational attainment and narrow the gap for disadvantaged and vulnerable children.
- Actively tackle injustice and inequality, creating safe, strong, and open communities.
- Work with partners to prevent homelessness.

Secure Reading's economic and cultural success

We will:

- Enable the delivery of an average of 825 high-quality new homes a year in Reading, including affordable homes, along with the infrastructure to support new development.
- Promote the economic success of Reading by working with Councils across Berkshire and the wider Thames Valley.
- Further improve the physical environment of Reading by improving air quality, access to green space, and the quality of public spaces.
- Maximise the benefits available for Reading from opportunities arising from the English Devolution White Paper.
- Continue to deliver quality cultural and leisure services and facilitate exciting improvements to our cultural offer through grant-funded projects.

Deliver a sustainable and healthy environment and reduce our carbon footprint

We will:

- Make use of central government funding to deliver improvements to public transport, cycling and walking infrastructure in Reading.
- Keep Reading moving by delivering investment in highways, including roads, bridges, streetlighting and traffic signals.
- Continue moving towards a net zero, resilient Reading and Council by 2030.
- Deliver major changes to our waste and recycling service to ensure compliance with new legislation.

Safeguard and support the health and wellbeing of Reading's adults and children

We will:

- Reduce the number of children in care and the number of children in residential care by increasing local provision.
- Improve our local special educational needs and disabilities offer and support education settings to develop inclusive practice, so children receive high quality education locally, and achieve their potential.
- Support those who need social care services to live as independently as possible in their homes with improved wellbeing.
- Improve our offer for unpaid carers, ensuring they are supported to live well and can sustain their caring role.
- Work with our partners in health and the voluntary sector to provide support solutions for adults with complex health and social care needs to improve outcomes.

Ensure Reading Borough Council is fit for the future

We will:

- Deliver good, accessible services for our customers.
- Invest in technology that is secure and helps deliver effective services.
- Use procurement of goods and services to secure greater social value and spend locally.
- Secure best value from all Council spending.
- Be a fair employer with an attractive and competitive offer and a workforce that is representative of the local community.

Our Principles and Values

In delivering the priorities set out in this Council Plan, we will be guided by the following set of principles:

Putting residents first

Being accessible, responsive, and working in the interests of Reading residents.

Building on strong foundations

Delivering the core services that create a safer, cleaner, greener Reading, so the town can grow towards an exciting future.

Recognising, respecting, and nurturing all our diverse communities

Recognising Reading's diversity and rich culture as one of our greatest strengths, we will work with all of Reading's communities across all the Council's services.

Involving, collaborating, and empowering residents

Working closely with residents, businesses, and local groups to collectively achieve great outcomes for Reading.

Being proudly ambitious for Reading

Taking pride in Reading's heritage, history, active community, and achievements, and using them to bring people together.

Within the Council we are driven by the values of TEAM Reading:

Work **Together** as one team:

We work together as one inclusive team with colleagues and partners to deliver great services.

Drive **Efficiency**:

We drive efficiency and value for money in everything we do.

Be **Ambitious**:

We are ambitious in our plans and in what we want to achieve.

Make a **Difference** to Reading:

We are here to make a positive difference to all residents, our diverse communities and the businesses of Reading.