

b.1 the council's strategic priorities

- b1.1 Land use issues cannot be addressed in isolation and the framework for Plan preparation, set out above, reflects the contribution the Plan can make toward achieving wider sustainable objectives; tackling social exclusion; improving community safety; and supporting economic regeneration. To be effective, the Local Plan must complement the council's work in these key areas.
- b1.2 The Local Plan then, has a key role to play in realising the council's strategic vision for Brighton & Hove and a pivotal role in realising the objectives of many of the other strategies and plans that flow from the vision. Care has been taken to ensure that the Plan complements these other strategies and plans and representatives from across the council's departments have contributed directly to the preparation of this Plan.
- b1.3 At the heart of the council's approach to delivering services is a commitment to a vision for Brighton & Hove as a 'city' that is:
- attractive to live in, with a protected and improved built environment and a range of recreation, leisure and cultural facilities;
 - recognised for its excellence in education, through the quality and achievements of its schools, colleges and universities;
 - economically buoyant, attracting and retaining business investment and rewarding jobs;
 - accessible to all and safe, healthy and secure for residents, the workforce and visitors alike; and
 - caring and tolerant of all members of its diverse communities.
- b1.4 Achieving the council's vision relies on progressing a set of strategic priorities. The strategic priorities are about guiding the work of the council and, in common with the Local Plan, have been informed by consultation with local people, including the Citizens' Panel.
- b1.5 The Strategic priorities demand a complementary approach to land use and are therefore of fundamental importance to the Local Plan's policies and proposals. The council's Strategic Priorities are:
- b1.6 Getting people into work
- improve the competitiveness of the local economy
 - support and retain existing business
 - promote Brighton & Hove for international, national and local business investment opportunities
 - develop a portfolio of high quality premises to meet the needs of expanding local businesses and companies wishing to re-locate to Brighton & Hove
 - improve the skills level of the local workforce
 - research and monitor the local economy to identify and support growth sectors
 - improve participation rates in adult learning
 - maintain and strengthen the visitor economy

b1.7 Reducing local poverty

- improve the supply of and access to, decent affordable housing
- reduce social exclusion and social isolation
- support advice agencies that provide services for the least well off
- strengthen equalities measures, such as those against harassment and discrimination
- help local communities to develop skills to help themselves
- increase the take up of benefits by those in real need
- bid for government and European funds that help reduce poverty

b1.8 Delivering key investment projects

- complete the investment projects at the Dome and Brighton Museum and Art Gallery
- build a new central library
- improve the King Alfred site and the Brighton Centre
- improve facilities at Brighton Station and Queens Road
- support the West Pier redevelopment

b1.9 Making it easier to travel about

- improve pedestrian priority areas and routes
- improve parking enforcement and management
- increase bus priority measures, with better facilities and information from passengers
- improve the operation of the park and ride network
- complete a safe and attractive cycling network with secure parking facilities
- raise public awareness of transport issues through education and publicity

b1.10 Developing a learning city

- for every school to be successful and improving
- for every individual to have access to high quality educational opportunities
- for every community to be a learning community

b1.11 Improving the council's performance

- provide the best value services and continuous service improvements
- modernise the way we operate
- make the best use of new technologies
- improve the way we work with others through partnerships and joint ventures
- extend our consultation and the participation and involvement of service users