

Beverley Town Council

Mission Statement

To improve the Quality of life of the residents of Beverley

Aim

To promote the best interests of the town for the betterment of the local community.

Objectives

1. To engage in an open dialogue with the residents of Beverley to better understand their needs and in turn explain how we will address those needs within the resources and powers on the Council.
2. To provide a democratic representational voice for the Beverley community.
3. To support and contribute to the economic and social life of the town and regeneration of the local community, in partnership with other tiers of local, regional and national government, voluntary agencies, groups and individuals to meet the needs and aspirations of the community.
4. To encourage and promote the economic and commercial vitality of the town and where possible source goods and services from the Beverley area.
5. To preserve the unique identity of Beverley and promote its heritage.
6. To help to create a socially inclusive and caring community which embraces all its residents, irrespective of age, gender, culture, income, race or religion and which seeks to develop their well being, knowledge, understanding and mutual co-operation.
7. To organise, promote and manage a variety of events within Beverley that positively enhances the social, economic, educational, leisure and tourism aspects of town vitality. In addition, to also support and advise in the facilitation of current events and to assist with the bureaucratic nature of such as activities
8. To protect and improve the environment of the town and promote sustainable development of the town to meet the needs of the present residents without jeopardising the needs of future generations.
9. To ensure that the resources at the Council's disposal are used to the most effective degree possible and to the greatest possible benefit to the town.
10. To become a better employer through continued valuing and development of employees thereby encouraging personal responsibility and stimulating innovation all for the betterment of the town.

**This Mission Statement and Aims & Objectives was adopted by Full Council on
20 November 2006**

Signed

A handwritten signature in black ink that reads "Matt Snowden". The signature is stylized with a large, looped 'M' and a long, sweeping underline.

Councillor Matt Snowden
Mayor of Beverley

A handwritten signature in blue ink that reads "H Ball". The signature is written in a cursive style.

Helen Ball
Town Clerk