

## **LSP Report – Vision for Kent Refresh (Appendix 2)**

### **The Three Countywide Ambitions**

#### **Ambition 1**

**To ensure no one in Kent is disadvantaged because of where they live and all have confidence in public services**

##### **Why this is important**

Kent is a diverse county. Much of it offers us excellent opportunities to fulfil our potential and to lead a high quality of life. However, other parts are affected by high levels of deprivation, often due to a decline in traditional industries or from a lack of aspiration. This can result in people experiencing different levels of service and a different quality of life. This Ambition redresses this imbalance and invests in infrastructure and services to offer all individuals and business in Kent the best there is, wherever they live. Furthermore it is important that all residents in Kent, regardless of their background or where they live have confidence in public services. We will make our services accountable to the people of Kent and where confidence is lacking we will respond collectively.

#### **Ambition 2**

**For Kent to be ‘open for business’ with a growing, prosperous economy and full employment**

##### **Why this is important**

It is businesses that generate the wealth that allows us to benefit from excellent public services. It is also where most of us are employed and how we earn our livelihoods. This ambition makes Kent more attractive for business investment and encourages entrepreneurship. It prepares us to take our place in the workforce with the skills that will allow business to thrive and that give ourselves a rewarding and satisfying career. This will be the most important component to reducing all forms of inequality. People in work have a more secure income that gives choices in important areas such as housing and leisure. People are much more likely to sustain better physical and mental health when they are working. Communities with higher employment levels tend to be and feel more ordered and safer.

#### **Ambition 3**

**For Kent residents to be responsible citizens, taking pride in making themselves, their families and communities healthy, safe, strong and vibrant**

##### **Why this is important**

At the corner stone of our lives are our families, friends and communities. Recent decades have seen an increasing expectation that the public services will provide for more of our needs. Consequently we are more dependent upon public services and individuals, families and communities are less likely to take personal responsibility for developing their own solutions. This ambition encourages all of us to work together and to be more self reliant. Each of us should become more involved in developing solutions and delivering services that address our and our communities' long term needs with a sense of purpose and belonging. Clearly there will always be a proportion of people in Kent who, for whatever reason, are less able to play their full role in society. It is a mark of a strong society that we ensure that we allow vulnerable groups to play as full a part as possible and exercise their own choices.