

Reading Borough Council's vision statement, which sets out what the council wants to do says:

Reading Borough Council aims to provide high quality and cost effective public services which:

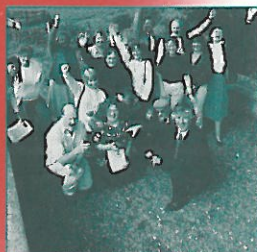
- meet the needs of all groups in the community
- contribute to protecting and improving the environment
- promote Reading as a place where people want to live, work and visit

The council has also set out six key themes:

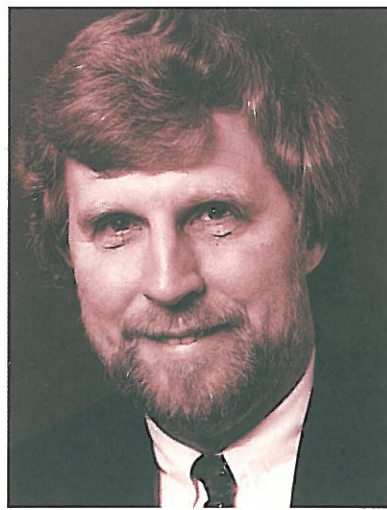
- customer care and quality of service
- value for money
- equal opportunities
- environmental strategy
- building partnerships in the community
- creating a unitary authority



READING TOWN CENTRE



THE KENNET MEADOWS SAVED!



Introduction

Councillor David Sutton, Leader of the Council, says:

"Once again, I am delighted to review a year of achievement, innovation and success for Reading Borough Council.

"There is real proof of this in the number of excellent new developments with which Reading is preparing to greet the 21st century, including The Oracle, the new Madejski Stadium, Green Park and the restoration of The Museum of Reading.

"We've continued to meet the challenge of providing high quality, cost effective services against a backdrop of tight financial pressures and we are working hard to continue to bring real benefits to the town and its residents.

- providing a vibrant and attractive town centre where people will want to live, work and visit
- bringing a better quality of life to all sectors of the community with top ranked services, extensive leisure and entertainment opportunities and a well maintained and cared for natural environment
- ensuring people can have a greater say in the future of the town, their local environment and the services the council provides

"From April 1998 there will be just One Council for Reading, providing the services currently delivered by both borough and county councils. We'll be building on the successes highlighted in this report to ensure the new Reading Council maintains our reputation for excellence.

"Reading is a truly exciting place to be at present and through our commitment to positive change, will continue to improve for the future."

...making it happen