

PLACE

A great place to be

Our district ...
to be a place people visit and enjoy
to be known for its natural beauty and wildlife
to be a safe, and attractive place
to offer homes that meet housing needs

- Develop the district as a destination for leisure and business visitors
- Ensure that the place works well for people who live and work here
- Lessen the impact of traffic and support sustainable travel
- Use design and place making to improve our built environment
- Minimise the impact of land use on our natural environment
- Remove obstacles to enjoyment by tackling crime and anti-social behaviour
- Support people who look after their local area
- Deliver more housing on council land and privately owned sites
- Speed up the delivery of affordable homes
- Further improve the quality of housing

PEOPLE

Strong communities

Our communities to work well together
To ensure that people can get help when they need it
People to be healthy and active
To support people and organisations who help others

- Support community resilience
- Engage with and include young people.
- Support work to promote integration and cohesion
- Tackle extremism
- Provide financial support to voluntary organisations working for those in need
- Help those in need of help to gain the support they need from others
- Allocate homes fairly to those in greatest need
- Provide open spaces and support our leisure provision to enable people to live healthy lives
- Improve homes to support people to live safely and independently
- Support residents to help each other through individuals and local groups

PROSPERITY

Growth and prosperity

Everyone who wants to work or train to be able to do so
The creation of new and growing businesses
Better physical and digital connectivity
Sustainable economic growth

- Help our residents develop the skills employers need
- Support young people to find the right work locally
- Create higher value employment
- Support the creation of new businesses
- Support growth and internationalisation of our local businesses
- Improve strategic transport and ICT connectivity
- Support and encourage inward investment
- Provide business accommodation
- Support research based innovation
- Engage with and understand our businesses
- Provide seamless business support

PROGRESS

Efficient and effective

To make it easy for our customers to get what they need
Our elected members and staff to be our advocates
To make the best use of our resources
To do the right things in the right way

- Develop responsive and flexible ICT
- Work to manage and share our data efficiently and safely
- Provide better faster customer services
- Communicate the right things well
- Improve efficiency in our delivery
- Maximise income from investment
- Generate new income streams
- Continue to develop and value our elected members and staff
- Behave in accordance with our values
- Deliver our plans and measure how we are doing
- Continuously Improve our delivery
- Practise good governance