

Our Corporate Plan 2018-2023

Appendix 1

"Ready for the future"

Our Vision

A great place where people enjoy living, working, learning and leisure.

Our Purpose

Working together to serve our community.



Stronger communities

People live longer, healthier and independent lives

- 1.1 Supporting healthy lifestyles
- 1.2 Promoting independence for older people and people with disabilities

Adults and children are supported in times of need

- 1.3 Safeguarding and supporting people in vulnerable situations

People and communities achieve their full potential

- 1.4 Enabling communities to support themselves
- 1.5 Promoting culture and leisure
- 1.6 Keeping the district safe



Stronger place

Delivering effective core services that people want

- 2.1 Keeping the district clean and green
- 2.2 Improving the district housing offer

A district with planned development

- 2.3 Planning development priorities
- 2.4 Ensuring infrastructure supports growth

An environment where new and existing businesses thrive

- 2.5 Supporting business enterprise and attracting investment
- 2.6 People develop skills to maximise their employment potential
- 2.7 Promoting retail, tourism and the visitor economy



Stronger council

Customer satisfaction

- 3.1 Engaging with the changing needs of our customers

Democratic engagement

- 3.2 Robust local democracy and governance

A culture of innovation

- 3.3 Enhancing skills and flexibility of our workforce
- 3.4 Improving performance through innovation and new technology

Financial independence with low Council Tax

- 3.5 Efficient use of our financial resources, buildings and assets
- 3.6 Working with commercial partners to add value for our customers

Our Values:

Customer

Trust

One Team

Innovation

Performance