

CORPORATE STRATEGY



“...Improving the quality of life
for all local people ”

Our Corporate Strategy

Mission Statement

Our Purpose:

The Council exists to improve the quality of life for all local people.

Our Priorities:

To achieve our purpose the Council has set clear priorities to promote and improve well-being and to contribute to the achievement of sustainable development in the UK. These priorities are:

A Green Borough:

Safeguarding our environment for future generations

A Prosperous Place:

Where business can flourish and everyone is able to share in prosperity

A Healthy Community:

Active and lively with a spirit of togetherness, health and wellbeing

Our Way of Working

We will achieve these priorities by:

Community Involvement:

Involving local people in our activities and decisions, listening to their concerns and acting on the views and needs they express.

Community Development:

Increasing the confidence and ability of groups and individuals to influence and control matters affecting them.

Community Leadership:

Influencing the activities of other agencies and working in partnership with them, both inside and outside the Borough, to meet the interests of local people.

Our Core Values

- Customer focus
- Effectiveness
- Honesty
- Integrity
- Openness

