

Where people, nature, coast and towns come together in sustainable, safe and healthy communities

Our vision and ambitions

Our Place and Environment

Vibrant places where people and nature flourish, with a thriving economy in a healthy, natural environment

- People and places are connected by sustainable and modern infrastructure
- Our communities have pride in our streets, neighbourhoods and public spaces
- Our inclusive, vibrant and sustainable economy supports our communities to thrive
- Revitalised high streets and regenerated key sites create new opportunities
- Climate change is tackled through sustainable policies and practice
- Our green spaces flourish and support the wellbeing of both people and nature

Our People and Communities

Everyone leads a fulfilled life, maximising opportunity for all

- High quality of life for all, where people can be active, healthy and independent
- Working together, everyone feels safe and secure
- Those who need support receive it when and where they need it
- Good quality homes are accessible, sustainable and affordable for all
- Local communities shape the services that matter to them
- Employment is available for everyone and helps create value in our communities
- Skills are continually developed, and people can access lifelong learning

We are an open, transparent and accountable Council, putting our people at the heart of our services

- Working closely with partners, removing barriers and empowering others
- Providing accessible and inclusive services, showing care in our approach
- Using data, insights and feedback to shape services and solutions
- Intervening as early as possible to improve outcomes
- Developing a passionate, proud, valued and diverse workforce
- Creating an environment for innovation, learning and leadership
- Using our resources sustainably to support our ambitions