

Council Plan on a Page



VISION: Our ambition is to be a **successful region**, with a **growing economy**, based on **fairness, opportunity** and **quality public services**, where all citizens prosper. Working in partnership, with **connected, healthy** and **sustainable communities**.

The region will be **the natural place to live, work, visit and invest**.

Principles

Safeguard our future

- Address the climate emergency
- Protect our natural capital

Support our citizens

- Put customers at the heart of services
- Support the most vulnerable and in need
- Address inequalities
- Offer digital services

Support our communities

- Empowering communities and individuals
- Work in partnership
- Focus on local and place
- Invest to enable change

Be a responsive Council

- Communicate openly
- Maintain high standards
- Maintain sustainable finances
- Make best use of resources
- Be organised to deliver

Themes and Strategic Outcomes

Economy

- There is a diversified and growing local economy that benefits all
- Our workforce and their skills base are growing
- Rural communities and places are vibrant and thriving
- Enhancing the region's natural capital benefits local communities and businesses
- Businesses are supported to start and grow
- Investment in the region benefits communities and the local economy

Travel, Connectivity and Infrastructure

- Roads, paths, cycling and walking networks in the region are improved
- Communities are protected from the impact of floods
- Sustainable travel in the region contributes to net zero²
- The Council is a low carbon organisation
- People have access to services that are modern, efficient and responsive
- Digital connectivity supports thriving rural communities

Education and Learning

- Places of learning are inclusive, sustainable and meet the needs of local communities
- We get it right for every child
- Children, young people and adults transition successfully through all life stages
- Young people and adults succeed in what they want to achieve
- Participation in creativity and play is part of early and lifelong learning experiences
- Local people can build their skills and confidence

Health and Wellbeing

- Prevention and early intervention assist people to have independent lives
- Access to personal support and care helps keep people safe
- People are active, resilient and improving their health and wellbeing
- Help is provided to tackle the causes and effects of poverty, inequality and increased cost of living
- People have access to high quality, affordable housing that supports their independence, prosperity and wellbeing