

Refreshed Corporate Priorities 2018-2020

Our Place Priorities

- PL1 Promoting aspiration and growth in a vibrant economy, attracting quality jobs.
- PL2 Developing a thriving town centre and rural offer; recognised as a great place to invest, live and visit.
- PL3 Increasing the availability of good quality homes which meet local needs.
- PL4 Achieving a clean and attractive local environment
- PL5 Working with partners to improve physical and digital Infrastructure

Our People Priorities

- PP1 Helping people fulfil their potential and achieve their ambitions.
- PP2 Work with our partners to address vulnerability and tackle the root causes of social problems, building safe, happy and healthy communities.
- PP3 Focussing on our priority neighbourhoods, support people to overcome disadvantage and live well independently.

Our Organisational Priorities

- OG1 Delivering quality services to business and residents; understanding what really matters to our customers.
- OG2 Maintaining a personal approach, but harnessing appropriate technology to make our services more accessible and fit for the digital economy.
- OG3 Becoming a more agile and commercial council; securing our financial future.
- OG4 Being a great place to work and build a career.