

Our strategic objectives

Our council

- To be the local voice of residents and businesses.
- To ensure that we provide high quality, value for money services that meet the needs of residents, businesses and visitors.
- To ensure high connectivity with residents and businesses.

Our communities

- To provide a clean and safe place for everyone.
- To support any activities or actions that enhance the health and wellbeing of our Borough.
- To provide good, affordable and efficient housing for everyone.

Our Economy

- To support economic growth that is focused on our town centres.
- To make our Borough an inviting place to visit.
- To help to provide good employment opportunities.

Our environment

- To ensure that we are a carbon conscious Borough.
- To be seen to be 'Green'.

Our partners

- To develop, maintain and enhance partnerships to help support delivery of our objectives.
- To ensure we are engaged and listening to all sections of the community.

'OUR BOROUGH - THE PLACE TO BE'

Our vision



Our purpose

Provide a sustainable council by listening, being engaged, and putting our customers first enabling us to focus on local needs and priorities.