

# Community at our **HEART**

**H**

Homes  
to be  
proud of

**E**

Enable an economy  
that delivers for  
everyone

**A**

Action on  
Climate  
Change

**R**

Run an  
effective  
council

**T**

Together, create  
opportunities for  
our communities

Build new social and  
affordable homes

High-quality homes  
for all

Support and prevent  
homelessness

Plan for future homes in  
the right places

Champion local  
businesses

Support vibrant  
town centres

Enable access to  
amenities in our  
neighbourhood centres

Boost the economy in  
rural areas

Renew our commitments  
to be a net zero Council  
by 2030

Step up climate change  
adaptation and  
mitigation measures

Lead by example and  
encourage others to  
make positive change

Increase and promote  
biodiversity

Be accessible

Be accountable and adopt  
a first time right approach

Make financial decisions  
to deliver efficient and  
quality services

Build our reputation,  
locally and with partners

Be proud of our  
environment and heritage

Promote health and  
wellbeing through local  
leisure and cultural  
opportunities

Celebrate our diverse  
cultures and communities

Help us feel safer where  
we live

WE WILL BE: **COLLABORATIVE OPEN RESPONSIBLE EXCELLENT**