



**H**

**Homes to be proud of**

- Build new social and affordable homes
- High-quality homes for all
- Support and prevent homelessness
- Plan for future homes in the right places



**E**

**Enable an economy that delivers for everyone**

- Champion local businesses
- Support vibrant town centres
- Enable access to amenities in our neighbourhood centres
- Boost the economy in rural areas



**A**

**Action on Climate Change**

- 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



**R**

**Run an effective council**

- 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



**T**

**Together, create opportunities for our communities**

- 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**

