

## APPENDIX A: Corporate Plan 2021-24

Strategic Aim	Our Commitments	Our Approach
<b>Attractive and accessible green spaces supporting the borough's wellbeing</b>	We will provide a variety of green spaces for all our communities to enjoy	Protect, enhance and invest in our parks and open spaces, woodlands, recreational areas, sports pitches, allotments, play areas and community gardens.
		Improve access to green spaces, recognising the health benefits they bring to all our communities.
		Increase the ecological value of our green spaces and natural habitats for future generations, encouraging our communities to do the same.
	We will involve our communities in the use of our green spaces	Continue to work with our partners and volunteers to bring local people together in our green spaces.
		Promote the use of our green spaces ensuring all our communities understand the physical and mental wellbeing benefits they offer.

Strategic aim	Our commitment	Our approach
Evolving, vibrant town centres and a growing economy	We will support businesses as they adapt for the future	Work with partners to understand and deliver the help needed to help businesses recover from and thrive after Covid.
		Deliver and regenerate employment land through the Local Plan and planning permissions.
	We will recognise the importance of town centres as the heart of our communities	Work with partners to ensure town centres continue to be safe, attractive and desirable places to visit.
		Continue planning and delivering regeneration projects with our partners to upgrade public spaces and improve transport options.

Strategic aim	Our commitment	Our approach
Quality homes through managed growth	We will deliver more affordable homes to meet local housing need	Deliver sites for new homes through the Local Plan and planning permissions
		Secure land, funding and partnerships to deliver homes that people can afford
	We will provide high quality housing, thriving neighbourhoods and sustainable communities	Invest in the quality of our social housing and regulate the quality of private homes
		Help facilitate the delivery of infrastructure such as education, health and transport, supporting homes and communities

Strategic aim	Our commitment	Our approach
A sense of community where people feel safe	We will invest in strong, inclusive and supportive communities, based on trust and respect for everyone.	Encourage and enable local partnerships and joint working to achieve the shared goals of our communities.
		Be inclusive, creative and innovative when engaging with our communities, and involve them in decisions about our services and service delivery
	We will create welcoming neighbourhoods and community spaces where people feel safe	Design and maintain attractive neighbourhoods which our communities can enjoy and take pride in.
		Add to the vibrancy of our neighbourhoods and community spaces by promoting events and activities that celebrate diversity and promote community cohesion.

Strategic Aim	Our Commitment	Our Approach
<b>A well-run council which puts our customers first</b>	We will put our customers at the centre of what we do and how we design our services.	Continuously review our customer service channels, ensuring they are simple to use, accessible, reliable and consistent.
		Match our customer priorities with the resources we have available to deliver them and build services around them.
	We will deliver modern, efficient and transparent services for everyone.	Review our services to ensure we are efficient, accountable and accessible to our communities.
		Ensure we are making the best use of our assets to deliver our services safely and efficiently.
	We will continue to be an employer of choice, attracting and retaining the best talent to deliver our services.	Ensure our workforce is equipped with the right skills and values to deliver excellent public services
		Review our working methods and ensure our staff and services have the tools and resources they need to meet customer needs.