

Corporate Plan | *Outline Framework*

Principles

Community Leadership

- Meaningful engagement / collaboration with the public, other public institutions, businesses, community groups, voluntary sector
- Socially, environmentally and fiscally responsible in decision-making
- Accessible and transparent

Shaping the Place

- Champion for development of district as a destination
- Enabler / facilitator for change
- Thoughtful co-design of services with key stakeholders

Ambition and Commercialisation

- Investing to initiate or reinforce regeneration activities
- Investing to generate income to reinvest in organisation
- Investing to make savings
- Delivering value through services regardless of revenue or chargeability
- Business-like approach

Valuing Distinctiveness

- Distinctiveness of localities within the district: City, Coast, Countryside
- Flexible approach to standardised or bespoke service delivery

Priorities

Clean and Safe Neighbourhoods

- Recognised for good stewardship of public space
- Neighbourhoods feel safe
- Specific neighbourhood-focused approach to addressing needs

Healthy and Happy Communities

- Addressing health inequality, food and fuel poverty, mental health, loneliness
- Enhancing community cohesion
- Improving access to arts and leisure, meaningful work, public open space, quality housing
- Addressing inequality and discrimination

A Thriving and Prosperous Economy

- Canal Corridor North and Bailrigg Garden Village
- Skills development
- Building organisational capacity
- Community wealth-building
- Promoting employment and economic sustainability
- Promoting environmental sustainability

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An Ambitious and Forward-Thinking Council

- Making best use of digital and other technology to provide quality services
- Financially self-sufficient, making best use of resources and assets
- Clear understanding of future trends
- Continuing to celebrate the past in a contemporary way
- Punching above our weight as a District
- Updating our brand and message
- Confident yet considered approach to risk
- Designing the organisation to respond to needs: agile and resilient
- Developing procurement strategy for the benefit of the local community