1. A Skilled and Prosperous District
- Supporting and growing existing businesses
- Attracting and supporting new businesses
- Enhancing the skills of our residents

Focus on: Backing business development, supporting vulnerable people to move closer to work and self-sufficiency, opportunities for young people.

2. A Safe and Sustainable District
- Protect the green belt
- Ensure a safe and clean environment
- Aim to provide homes that people need

Focus on: Safeguarding our environment, reassuring residents, future housing meets local need.

3. A Connected District
- Easily accessible services
- Supporting our communities
- A strong Voluntary and Community Sector

Focus on: Making a positive difference to people’s lives, achieving the ‘Goodlife’ by working together.

Our values: underpinning all that we do
- Customer Focused Organisation
- Value for Money
- Working in Partnership