

## Our vision

A stronger future where we all play our part in **thriving, caring and sustainable communities.**

## Our six missions



### Starting well:

The best possible start for our children and young people, with improved opportunity, a healthier start, greater resilience in families and the best possible support and care when it is needed.



### Tackling hardship and poverty:

More people feel more financially secure as the causes and impact of hardship and poverty are addressed by working alongside residents.



### Resilient people living their best lives:

Local people are enabled to flourish, be healthy, happy and independent for longer in supportive communities.



### Opportunity in a fair local economy:

Local people and businesses contribute to and benefit from a strong and fair local economy.



### Neighbourhood pride:

Residents live in well maintained, connected and safe places with good and affordable homes.



### Greener communities:

Individuals, public services and businesses take action to move to tackle the climate emergency, achieve net zero, protect the natural environment and adapt to the impact of climate change.

To make this happen, particularly when the demand our services face exceeds the funding we have available, we will **do things differently**. This will include working ever more closely with communities, scaling up prevention, raising our game with digital and insight, developing our workforce and strengthening our partnerships.