

Climate Action & Resilience: Proactively addressing the climate emergency and ensuring the town is prepared for its impacts.

Green Spaces, Play & Biodiversity: Protecting and enhancing parks, open spaces, and natural habitats for wildlife and resident enjoyment.

Sustainable Infrastructure & Transport: Promoting green travel options and ensuring infrastructure is fit for a sustainable future.

Clean & Attractive Neighbourhoods: Managing waste effectively and maintaining high standards for the town's public spaces.

Economic Vitality & Opportunity: Supporting local businesses, fostering skills, and promoting a vibrant local economy.

Health & Wellbeing for All Ages: Championing initiatives that support physical and mental health across all demographics.

A Safe, Cohesive & Connected Community: Fostering inclusion, celebrating diversity, ensuring public safety, and strengthening community bonds.

Vibrant Culture, Arts & Heritage: Supporting a rich calendar of events and activities that celebrate the town's unique character.

A **sustainable & resilient town**, a **thriving & inclusive community** and a **future for our young people** through an **effective & accountable council**

Education & Lifelong Learning: Partnering to support excellent educational outcomes and opportunities.

Positive Experiences & Personal Growth: Providing access to enriching activities, sports, mentoring, and support services.

Empowerment & Representation: Ensuring young people have a meaningful voice in the decisions that affect them.

Youth Wellbeing & Safety: Focusing on the specific health, mental health, and safety needs of children and young people.

Delivering Value for Money: Ensuring all services are efficient, effective, and provide maximum benefit for taxpayers.

Transparent Governance & Resident Engagement: Operating openly, listening to residents, and being accountable for decisions.

Championing Devolution: Actively pursuing the transfer of appropriate services and powers to bring decision-making closer to our community.

Financial Sustainability: Managing public money responsibly to ensure the long-term viability of council services.

Effective Partnerships: Working collaboratively with local, regional, and national partners to achieve shared goals.