## Our VISION

A town to be proud of, where people will always choose to live, work and visit



✓ Improve the health of the town and enhance its heritage

- ✓ Enhance the town's 'clean and green' environment
- ✓ Enhance the town's sustainability
- ✓ Enhance the town's economic prosperity and potential
- ✓ Supporting individuals and the community
- ✓ Securing an efficient, effective, value for money council
- ✓ Influence and partnership delivery



