

# Improving lives and improving futures through sustainable action.

## Council Strategy 2020 – 2030

Everything we do as a Council will be aimed at improving the lives of our residents both now and for the future.

Whether that is by delivering high quality services or acting as community leaders to work with others to improve our area.

### A financially secure council

- Address the projected budget gap.
- Become self-sufficient by 2030.
- Become more commercial.
- Become more efficient.

### A cleaner, greener Allerdale

- Make sure our neighbourhoods are clean and tidy.
- Reduce waste and increase recycling.
- Improve and protect our open spaces and green infrastructure.
- Ensure environmental sustainability is at the heart of our policies.
- Use our assets to encourage green technology.

### Invest to grow

- Use our asset portfolio to create new or different opportunities.
- Develop a housing company to provide the right homes in the right places at the right price.
- Utilise key partnerships to stimulate growth.
- Work with partners on key economic sites and opportunities.

### Outstanding local services

- Make it easy for customers to contact us.
- Ensure we get it right first time.
- Be bold in our use of technology.
- Look at different and better ways to deliver services.

### Thriving towns and villages

- Create town plans that enable our towns to adapt to the changing nature of the high street.
- Give people a reason to visit our towns (festivals, events, cultural and sporting activities, markets).
- Support businesses
- Ensure there are suitable, affordable, decent homes for all.
- Increase the number of people living in our town centres.
- Build communities, not just homes.

### Resilient communities

- Promote healthy, active lifestyles.
- Address community safety issues.
- Engage with our communities, and our town and parish councils.
- Prevent and reduce homelessness.
- Address inequalities.



# Allerdale Borough Council