



Stratford-on-Avon District Council 2030 Vision

In 2030 we want Stratford-on-Avon District to....

- ... be well-known internationally for the culture, heritage and countryside across the District, and for the quality of its visitor experience, as well as for being Shakespeare's birthplace.
- ... have used its international reputation to support and sustain the development of future technologies and innovative businesses of all sizes.
- ... be one of the UK's first carbon-neutral Districts supporting zero-carbon innovation, technology and construction and be at the forefront of climate change adaptation.
- ... benefit from the most advanced connectivity and accessibility across the District (including the best possible communications infrastructure) and an integrated transport system with excellent links to Birmingham, Oxford and London.
- ... enable all its residents to live safe and healthy lives, work, raise children and grow old in an excellent District for leisure, education and sport.
- ... have high quality, appropriate and affordable housing across the District.



Putting residents and communities centre stage

We will listen to and engage with residents and communities, use what we hear to shape what we do and communicate the results.

Ambitions
Ensure that residents are confident that the Council will convene focussed and timely discussions on issue of concern to them.
Communicate actively with residents and respond quickly to customers.
Be on the front foot in our media and communications activities.



In order to deliver this, we will become a more agile and resilient Council

Ambitions
Create a working environment and culture which enables responsive and agile working.
Be recognised as a champion of diversity and inclusion.
Provide a sustainable medium-term financial plan by 2023 and enable the Council to be less dependent on central government financing.

Nurturing a thriving, innovative and inclusive economy

We will work with the Coventry and Warwickshire Local Enterprise Partnership, West Midlands Combined Authority and Midlands Engine to support our local economy.

Ambitions
Obtain maximum benefit for the District from the implementation of the West Midlands Local Industrial Strategy.
Enable the growth of businesses in key sectors, including automotive & transport, agricultural technologies and medical sectors.

Responding to the climate emergency

We will do all we can locally to contribute to national carbon reduction targets, fulfil our aim to becoming a carbon-neutral District by 2030 and support measures to adapt to the impact of climate change.

Ambitions
Reduce our carbon footprint and emissions as a District and as a Council.
Establish action to tackle climate change as a key driver of all decision-making.
Take action to adapt to the impact of climate change.
Work with Warwickshire County Council to deliver a more sustainable transport infrastructure.
Secure environmentally sustainable development.

Working on regional, national and international stages

We will promote Stratford-on-Avon externally and use our relationships and reputation to help deliver our vision for 2030 and our ambitions for 2023.

Ambitions

Raise the District's profile nationally and regionally to deliver benefits for residents.

Work ever more closely with Warwickshire County Council, regional authorities and institutions, neighbouring districts, and town and parish councils on shared priorities.

Ensure that the District benefits from Coventry City of Culture (2021) and the Birmingham Commonwealth Games (2022).



Enhancing the quality of Stratford-on-Avon as a place

We will use our roles and powers, an ever-closer relationship with Warwickshire County Council and effective collaboration with other partners to enable us to ensure that Stratford-on-Avon is an excellent place to live, work, learn, visit and invest.

Ambitions

Promote, enhance and protect the cultural, heritage and natural assets of the District.

Improve the health and wellbeing of all residents.

Maintain the high level of community safety and address perceptions of crime.

Strengthen the District's reputation for high quality education, research and development.

Increase the level and quality of broadband coverage.



Stratford-on-Avon District Council

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Welcome to the Stratford-on-Avon District Council Plan for 2019 to 2023

We are ambitious for the future of the District as an excellent place to live, work, learn, visit and invest.

The plan sets out our vision for Stratford-on-Avon District as a place in 2030 and for local government in 2030.

The core of the plan is a set of ambitions and actions for the Council over the next four years under five key objectives:

- **Working on regional, national and international stages**
- **Responding to the climate emergency**
- **Enhancing the quality of Stratford-on-Avon as a place**
- **Nurturing a thriving, innovative and inclusive economy**
- **Putting residents and communities centre stage**

The draft vision and plan was the subject of public consultation in summer 2019 and the contents were informed by two workshops with the Council's key local partners.

We look forward to working with residents, local communities and our partners to deliver our ambitions for 2023 in the context of our longer-term vision for the District.

