



STRATFORD-UPON-AVON TOWN COUNCIL

VISION/MISSION STATEMENT

Vision Statement

The Town Council's vision for Stratford-upon-Avon is for a greener, sustainable and environmentally friendly town which is attractive and vibrant and improves the quality of life for people who live, work, invest or visit Stratford-upon-Avon. This ethos will be at the forefront of the decision making process.

Mission Statement

To reduce our carbon footprint and develop greener, sustainable quality services that benefit the town, improve liaison between all sectors of the community and the Town Council and engender greater community pride and involvement. The Town Council is committed:

- a) To act as the grass roots of local democracy and deliver a democratic, representational voice for the community through transparent local government, accessible to all;
- b) To help create a sustainable, caring and inclusive society which embraces all inhabitants irrespective of age, gender, sexual orientation, race, religion, culture or income which seeks to develop wellbeing, knowledge, understanding and mutual co-operation;
- c) To support and work closely with the town's charitable organisations, community groups and volunteers;
- d) To engage in open dialogue with residents to better understand their needs and, in turn, explain how the Town Council will address those needs within the powers and resources of the Council;
- e) To develop high standard and cost effective services that meet local needs;
- f) To be a responsible and effective custodian of the Town Council's assets and maximise their usage and value to the community;

- g) To work in partnership with others to achieve more for Stratford-upon-Avon;
- h) To preserve the unique identity of the town, by conserving and enhancing its traditions, character and heritage;
- i) To promote Stratford-upon-Avon as a welcoming, clean and safe town for all;
- j) To be proactive rather than reactive in our approach;

July, 2019