

**Corporate Strategy – Outcomes and Objectives 2022-2027**

- The Corporate Outcomes and Corporate Objectives below have come out of a range of stakeholder engagement sessions including Executive; CLT; Directorate Leadership Teams; Senior Managers Group
- There has not been a comprehensive read across between the Corporate Strategy Objectives and the feedback from the Community Engagement – this will be undertaken between now and the March Executive. The community engagement priorities have however been provisionally mapped against the draft Corporate Strategy Objectives in the table below. It should be noted however that the response to some of the community engagement priorities would be cross cutting and a number of Corporate Strategy Objectives would be contributing.

Themes	Corporate Outcome	Corporate Objective	What residents said was important
<b>Communities</b>	<b>Safe, thriving and sustainable communities</b>	<p>Recognising the distinctive identity of our towns, villages and neighbourhoods - ensuring they have vibrant centres that support community life, wellbeing, pride and identity.</p> <p>Create safe and accessible public spaces through high-quality development and regeneration.</p> <p>Encourage and increase participation through the provision of varied cultural and sporting opportunities and amenities.</p>	<ul style="list-style-type: none"> <li>• Keeping the borough a safe place for everyone</li> <li>• Taking action, where required, to deal with anti-social behaviour</li> </ul>
	<b>High quality homes for all</b>	<p>Support the provision of high quality, sustainable, well managed and affordable homes to meet local needs, including those for key workers.</p> <p>Work with public and private sector providers to meet housing standards</p> <p>Prevent homelessness and its root causes</p>	<ul style="list-style-type: none"> <li>• Providing high-quality affordable and key worker homes, to meet the needs of local people</li> <li>• Tackling homelessness and its causes</li> </ul>

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	<b>Health and wellbeing for all</b>	<p>Work with partners to embed health and wellbeing into all that we do</p> <p>Encourage people to be more proactive about their health and wellbeing in order to increase independence and reduce the need for care and support services.</p> <p>Provide early support to residents to prevent their health and wellbeing deteriorating</p> <p>Work with partners to improve access to health and care services.</p>	<ul style="list-style-type: none"> <li>• Providing support for older, vulnerable people</li> </ul>

<b>Engagement</b>	<b>Engaged communities</b>	<p>Consult and engage residents more frequently and encourage all residents to have their say.</p> <p>Reach and listen to all our communities and act on their feedback.</p> <p>Be open and transparent in the management of council business</p>	<ul style="list-style-type: none"> <li>• Having a council that listens to residents and where everyone can 'have their say'</li> </ul>
	<b>A borough with a strong voice</b>	<p>Have a strong voice and influence with government and business to achieve the best outcomes for the borough</p> <p>Attract investment and protect our interests by raising the profile of the borough.</p>	

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	<b>Strong and effective partnerships</b>	<p>Actively seek opportunities to work collaboratively with the county council and other public, voluntary, community and faith sectors.</p> <p>Establish and maintain strong and effective relationships with government, communities and partners</p>	

<b>Climate Change</b>	<b>Greener living</b>	<p>Help communities to reduce their carbon footprint and impact on the environment.</p> <p>Use the borough's natural assets and green spaces to support green and sustainable living.</p> <p>Work with partners to develop and incentivise greener travel choices.</p>	<ul style="list-style-type: none"> <li>• Climate change</li> <li>• Taking steps to improve traffic flows across the borough</li> <li>• Making it easier to travel around Woking Borough and surrounding areas</li> </ul>
	<b>Greener economy</b>	<p>Develop the green and sustainable sector as part of the strategy for economic growth</p> <p>Promote sustainable technology and innovation.</p> <p>Promote and invest in low carbon energy supply across the borough.</p>	

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	<b>Greener place leadership</b>	<p>Lead an integrated approach to the management of flood risk and conserving water.</p> <p>Conserve existing habitats and creating new ones</p> <p>Deliver a carbon neutral council by 2030 and lead by example to support Woking businesses to be more green and sustainable. .</p>	

<b>Economy</b>	<b>A borough of opportunity</b>	<p>Develop a connected borough that can harness the opportunities provided by new technology.</p> <p>Establish the whole borough as a destination – a place that is open for business and investment</p>	<ul style="list-style-type: none"> <li>• Encouraging vibrant village high streets by supporting local business</li> </ul>
	<b>Strong and sustainable economy</b>	<p>Support businesses to recover from the pandemic and grow.</p> <p>Keep talent and skills within the borough by creating more opportunities for career progression and advancement.</p> <p>Create a vibrant town centre – bringing together a compelling offer of high-quality leisure, retail and sustainable living opportunities.</p>	<ul style="list-style-type: none"> <li>• Supporting new and established local businesses and shops</li> </ul>

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	<p><b>A borough with an enabling infrastructure</b></p>	<p>Establish a strong case for investment in infrastructure that supports the vision and priorities for communities.</p> <p>Align space planning for business with our economic strategy.</p>	

<p><b>Efficiency &amp; Transparency</b></p>	<p><b>A transparent, listening and learning council</b></p>	<p>Active use of independent and peer reviews to inform service improvement.</p> <p>Involve residents in the development of the council's strategies and policies.</p> <p>Help residents to understand and take an interest in the council's democratic processes.</p>	
	<p><b>A high performing council</b></p>	<p>Develop and strengthen strategic service and financial planning</p> <p>Develop the council's digital maturity and capability</p> <p>Adopt a council operating model that delivers the best outcomes from investments</p>	

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	<p><b>A modern employer with a progressive workforce</b></p>	<p>Continuing to invest in staff, our greatest resource, by ensuring they have the skills and equipment necessary to perform their roles to the best of their ability.</p> <p>Work closer together to achieve consistent and integrated services for residents.</p>	