

Strategic Plan 2020-2024

We will work to **enable people, shape place and develop prosperity** across Lichfield District.

We will be a good council that innovates and puts our customers at the heart of all we do.



Enabling people

- to help themselves and others
- to collaborate and engage with us
- to live healthy and active lives



Shaping Place

- to keep it clean, green and safe
- to protect our most valuable assets
- to ensure sustainability and infrastructure needs are balanced



Developing Prosperity

- to encourage growth
- to enhance the district for visitors
- to invest in the future



A good council that

- is financially sound, transparent and accountable
- is innovative and customer focussed
- has respect for everyone