

**Dudley Council Plan 2022-25**

Over the next three years our 4 key priorities will support the partnership borough vision to Forge a Future for All by 2030

**Dudley the borough of opportunity**

1. Children and young people benefit from the best possible start in life in our Child Friendly borough.
2. Those with special educational needs and disabilities and care leavers achieve the best possible outcomes.
3. Quality education, new skills, apprenticeship training and job opportunities are accessible to all
4. Everyone, including our most vulnerable, have the choice, support and control of the services they need to live independently
5. All residents benefit from access to high quality, integrated health and social care

**Dudley the safe and healthy borough**

1. Residents live in safe communities where safeguarding of vulnerable people of all ages protects them from harm and supports the prevention of crime and exploitation
2. Discrimination is tackled at all levels in the authority and in our community as we actively promote equality, diversity and inclusion
3. Poverty is reducing as we address all forms of inequality, improve social, emotional and mental health and wellbeing
4. Our climate commitment is creating a sustainable borough on its way to net zero carbon emissions, improved air quality, reduced fuel poverty and outstanding waste and recycling services
5. People have a safe and welcoming indoor and outdoor environment which promotes healthy, physical and active lifestyles

**Dudley the borough of ambition and enterprise**

1. Ongoing regeneration schemes are attracting investment, stimulating innovation and entrepreneurs to support new and existing businesses
2. Digital opportunities are being exploited to modernise our working culture, customer experience and public services
3. Business, residents and visitors benefit from improved highways and travel connectivity through multi-modal offer
4. Business support is opening doors to new industries and emerging sectors to support local economic growth

5. Levelling up inequalities is ensuring all borough towns and neighbourhood have good access to services, retail and leisure opportunities

**Dudley Borough the destination of choice**

1. People have access to a range of housing offers that are affordable, accessible and attractive, meeting the needs of our diverse communities
2. Maximising use of brownfield sites, new commercial and residential developments ensure the borough is the destination of choice
3. Our world class visitor attractions continue to grow and are complemented by a strong hospitality sector and vibrant night-time economy
4. Visitors are staying longer, exploring wider and spending locally, benefitting from the full borough-offer, including over-night accommodation
5. Across our borough we celebrate and promote the diverse culture, history and heritage of the local townships

One council

We create a sustainable, well-governed and forward-looking organisation that provides value for money to residents and has a positive working culture