

# Strategic Plan 2020-2024

We will work collaboratively 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 preserve the characteristics
- to ensure sustainability and infrastructure needs are balanced



## Developing Prosperity

- to encourage economic growth
- to enhance the district for all
- to invest in the future



## A good council that is:

- financially sound
- transparent and accountable
- responsive and customer focussed