

**CORPORATE PLAN**

**OUR VISION**

A Moray where people prosper, free from poverty and inequality.

*What will this look like?*

- Our young people grow up safe, well-educated and reach their full potential
- People lead healthy lives and have access to quality care when they need it.
- Our businesses and communities prosper
- We leave a better environment for future generations

**OUR PRIORITIES**

**We will work with partners, communities and businesses to:**

**Tackle poverty and inequality –**

- Reduce child poverty and inequalities in incomes, health and education
- Support vulnerable members of our community

**Build a stronger, greener, vibrant economy**

- Deliver the Moray Growth Deal
- Focus on a wellbeing economy, one that provides opportunities for all
- Consider the environment and sustainability in everything we do

**Build thriving, resilient, empowered communities**

- Involve and empower our communities in shaping places that people want to live in, visit and invest in
- Provide modern and sustainable services, housing and infrastructure that meet the needs of our communities

*How are we going to do this?*

**OUR VALUES**

Fair	Ambitious	Improving	Responsive
<ul style="list-style-type: none"> <li>• Tackle inequalities</li> <li>• Treat people fairly</li> <li>• Promote equalities and awareness</li> <li>• Consider our impact on others</li> </ul>	<ul style="list-style-type: none"> <li>• Be outward looking</li> <li>• Promote and celebrate Moray</li> <li>• Be a great place to work</li> <li>• Ensure sustainable and efficient council services</li> </ul>	<ul style="list-style-type: none"> <li>• Drive improvement</li> <li>• Encourage innovation</li> <li>• Take commercial opportunities</li> <li>• Invest in transforming to meet future needs</li> </ul>	<ul style="list-style-type: none"> <li>• Be open and transparent</li> <li>• Promote community participation and involvement</li> <li>• Listen to and involve our communities</li> </ul>

