

Encouraging civic pride

- Build pride, respect and cohesion across our borough
- Promote a welcoming, safe, and resilient community
- Build civic responsibility and help residents shape their quality of life
- Promote and protect our green and public open spaces
- Narrow the gap in attainment and realise high aspirations for every child

With an increasingly diverse population, community cohesion and the active engagement and participation of the community are key components to improving the quality of lives of our residents. According to the Census 2011 the current population of the Borough is 190,560 but is projected to rise to over 247,400 by 2030. This places ongoing and increasing demand on the borough and Council services. We saw almost a 50% rise in 0-4 year olds between 2001 and 2011, and subsequently a 7.5% rise in 5-9 years olds between 2012 and 2013.

We will work the voluntary, community and faith sector to build pride, respect and cohesion across the borough. Residents will be encouraged to share responsibility for their community, their environment and the area in which they live.

Community safety is important to all residents particularly the most vulnerable groups. We will continue to work with partners and our community to tackle the fear of crime by building resilient communities where people look out for each other, whilst also supporting and protecting those most at risk.

Promoting and protecting our green and public open spaces will be a priority, however this needs to be approached innovatively and within the context of significantly less government funding in this area. Encouraging our community to take pride in the borough and working with our partners to build civic responsibility will support this aim.

We want a stronger community where everyone feels they have a place, whatever their background, age and aspiration. This is why the Leader of the Council has chosen to personally lead on this portfolio area and bring our community together.