

“Maidstone: a vibrant, prosperous, urban and rural community at the heart of Kent where everyone can realise their potential”

<p>Embracing Growth and Enabling Infrastructure</p> <ul style="list-style-type: none"> • The Council leads master planning and invests in new places which are well designed • Key employment sites are delivered • Housing need is met including affordable housing • Sufficient infrastructure is planned to meet the demands of growth • 	<p>Safe, Clean and Green</p> <ul style="list-style-type: none"> • People feel safe and are safe • A Borough that is recognised as clean and well cared for by everyone • An environmentally attractive and sustainable Borough • Everyone has access to high quality parks and green spaces
<p>Homes and Communities</p> <ul style="list-style-type: none"> • A diverse range of community activities is encouraged • Existing housing is safe, desirable and promotes good health and well-being • Homelessness and rough sleeping are prevented • Community facilities and services in the right place at the right time to support communities 	<p>A Thriving Place</p> <ul style="list-style-type: none"> • A vibrant leisure and culture offer, enjoyed by residents and attractive to visitors • Our town and village centres are fit for the future • Skills levels and earning potential of our residents are raised • Local commercial and inward investment is increased
<p><i>Cross Cutting Objectives:</i></p> <ul style="list-style-type: none"> • Heritage is respected • Health inequalities are addressed and reduced • Deprivation is reduced and social mobility is improved • Biodiversity and Environmental sustainability is respected 	<p><i>How we do things:</i></p> <ul style="list-style-type: none"> • Community Engagement and Leadership • Partnership working • Proactive Investment • Outcome focussed commissioning and service delivery

Straplines:

Pride in our Borough

A Borough that works for everyone