

Watford Together

OUR TOWN. OUR FUTURE

We are ambitious for our town, our residents and our businesses, and we want to see them flourish, now more than ever. Our Council Plan gives us the chance to look at our commitments to the town and our community for the next four years. It links our long-term goals and what we know is important to Watford now, given everyone's experiences of COVID-19. As our future roadmap, it informs our budget setting, is an essential tool for the planning and delivery of services, and helps our staff understand how the work they do makes a real difference to the people of Watford.

Our corporate themes

1 A council that serves our residents

We are a different kind of council - pioneering and always searching for better answers; a bold council that gets things done, focuses on opportunity and challenges old-fashioned thinking. We work as 'one team' and everything we do is to make our town successful and improve the lives of our residents.

Our commitments

- Make sure our council is a caring and collaborative organisation that puts what matters to people at the heart of everything we do.
- Deliver high-quality, sustainable services.
- Empower leaders at all levels in our council to inspire our organisation and our communities.
- Focus our budget to deliver on our commitments and secure investment to work for Watford.
- Welcome innovation, technology and new ways of working to continuously improve.

2 A thriving, diverse and creative town

We want Watford to be an outstanding place for everyone: residents, business owners and visitors alike. Our plans have created a thriving and attractive town, but we know we cannot stand still. We must always look to the future and be ambitious for Watford, to guarantee our continued success and prosperity. This has never been more important as we look to thrive post COVID-19.

Our commitments

- Promote Watford as an enterprising town where businesses can invest, grow and succeed.
- Create thriving and affordable neighbourhoods and the right environment for businesses to flourish.
- Ensure the right mix of facilities, services and transport links as part of new developments to create successful, well-designed new communities.
- Make sure we have quality homes to meet the needs of residents, including housing that is affordable through ownership, private rental and social housing.
- Build on our new, greener ways to travel in and around Watford and promote the transition to a low-carbon economy.

3 A healthy and happy town

Our community are the strength and the heart of Watford. We know they have great civic pride and enjoy getting involved in the life of the town. We have seen them care for each other like never before and we want this great spirit to be the launchpad for something very special for Watford in the years to come. Our diverse town inspires us every day and we want its community to really feel a part of our joint future.

Our commitments

- Celebrate our diversity, heritage and culture, to make Watford a place for people to succeed from childhood to old age.
- Enable our cultural and creative sectors to flourish.
- Ensure we have quality events, recreational opportunities and outdoor spaces for people to get together, feel part of the town and boost their health and wellbeing.
- Work even more closely with the voluntary and community sector, to build a resilient community where people support each other.
- Work with partners to end rough sleeping and help people enjoy better lives.

OUR GUIDING PRINCIPLES UNDERPIN HOW WE DELIVER ON OUR THEMES AND COMMITMENTS

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| Excellence | Work with partners to deliver excellent outcomes for our customers and communities. |
| Promotion | Promote Watford widely to maximise our town's potential. |
| Impact | Use our resources wisely to maximise financial, social and environmental impact. |
| Enterprise | Challenge ourselves to be ambitious and entrepreneurial. |
| Leadership | Bring people who care about the town together to get things done. |
| Caring | Respond thoughtfully to show our readiness to help others. |



WATFORD
BOROUGH
COUNCIL