Imagine Plymouth in the future…

Plymouth will be a dynamic and lively city making the most of its fabulous location and natural surroundings. Our beautiful waterfront will be regenerated and a focal point for those who visit, live and work in the city.

The revitalised city centre will be alive and bustling, with lots for people to do. It will be the major retail destination in the region where people choose to shop because of its excellent range and quality of shops and attractive location.

There will be global recognition of our growing and diverse economy, providing excellent employment opportunities for local people.

We will have nationally and internationally renowned facilities attracting major events linked to learning, leisure, culture and business investment.

High quality schools and colleges will enable children and adults to obtain the education and skills needed to take advantage of the opportunities on offer and to play a role in the city’s prosperity. Schools, colleges and other community buildings will become the hub of each community, enabling education and other social interactions to be available to all.

Plymouth’s network of parks, natural green spaces and water bodies will provide a vital visual, educational and cultural resource and will benefit the health and well-being of our citizens, as well as providing a sustainable environment for our wildlife.

The improvements to our heritage attractions and to our environment will make Plymouth a regional centre for tourism.
High quality public transport will be the main way of getting around the city, reducing congestion and giving people easy access to schools, jobs, shops, health facilities and other key services.

Public services will support children, vulnerable adults and families with high quality services. Everyone’s potential for a healthy life will be nurtured. Everyone will have the chance to live in a warm and decent home.

We will have transformed the deprived neighbourhoods in Plymouth, improving the quality of life of all our citizens in particular our children and young people, older people and those who suffer the effects of poverty.

All members of the community will have equal access to services and opportunities and people will feel safer, in their homes, on the streets of their neighbourhoods and in the city centre, at any time of day or night.

We will achieve this in a sustainable way by making sure that in securing improvements for today’s citizens we don’t sacrifice the quality of life of our future generations. We will act responsibly and play our part in tackling climate change.

Plymouth will be the city where people choose to live because of its high quality services, outstanding built environment and our diverse and cohesive sense of community – a quality of life to truly boast about.

“Plymouth scooped top gold award in 2006 South West in Bloom competition and won the South West Tourism Cup and special community project awards.”

(Plymouth People newspaper)
Securing the future for generations ahead

Shared strategic objectives

Our visionary goals

- A HEALTHY place to live and work
- A WEALTHY city which creates and shares prosperity
- A SAFE and strong city
- A WISE city – a location for learning, achievement and leisure

Our strategic objectives

- Improving health and well-being
- Developing a prosperous economy
- Promoting community safety
- Raising educational achievement
- Promoting inclusive communities
- Developing an effective transport system
- Maintaining a clean and sustainable environment
- Stimulating culture and leisure activities

The vision sets out what we want Plymouth to be like in 2020. It is intended to set a long-term context for the actions of all those who have an influence over the city. We have jointly developed a set of shared strategic objectives that build upon the issues for the city and will contribute towards achieving the vision.

Long term priorities identify those areas of activity which are the most critical at the time in progressing towards the long-term vision. These will be supported by three year medium term delivery plans.

It is recognised that the life chances of young people, the options available to older people and the inequalities that exist between our neighbourhoods are not aligned to one particular objective but linked to all. We need therefore to ensure that in working towards our vision we particularly focus on the following groups of people:

- Children and young people
- Older people
- Those living in the most deprived communities
## What we mean by our shared strategic objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>Improving health and well-being</td>
<td>To improve the health, well-being and social care of local people, reduce inequalities and help people at all stages in their life to enjoy the best possible health.</td>
</tr>
<tr>
<td>Developing a prosperous economy</td>
<td>To develop a more enterprising, vibrant and diverse local economy that strengthens local businesses and enterprises, which will attract investment, share prosperity and create better employment opportunities for local people.</td>
</tr>
<tr>
<td>Promoting community safety</td>
<td>To reduce crime and disorder and the fear of crime among local people.</td>
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<tr>
<td>Raising educational achievement</td>
<td>To ensure the highest quality opportunities exist in education, learning and training, improving school and college performance and raising aspirations and standards of achievement for all age groups.</td>
</tr>
<tr>
<td>Promoting inclusive communities</td>
<td>To reduce social inequalities, renew disadvantaged neighbourhoods, protect the vulnerable and ensure equal access for all members of the community to services and opportunities.</td>
</tr>
<tr>
<td>Developing an effective transport system</td>
<td>To produce a safe and effective transport system that balances the needs of all users.</td>
</tr>
<tr>
<td>Maintaining a clean and sustainable environment</td>
<td>Create a more attractive environment that is safe, clean and tidy as well as being a more healthy and diverse natural environment.</td>
</tr>
<tr>
<td>Stimulating culture and leisure activities</td>
<td>To stimulate participation in cultural pursuits, promoting creativity and extending opportunities for people to experience high quality recreational and leisure activities.</td>
</tr>
</tbody>
</table>
How our strategies and plans will help deliver our vision

This Sustainable Community Strategy sets out the major long-term priorities for the city. The strategies shown in the diagram below contain more detail about what we will do to achieve our priorities. Chapter 8 provides links to each of these documents.
7 Shared long-term priorities

The long-term priorities for the LSP are set out overleaf. They are those important issues that can best be addressed by partnership working rather than by a single organisation working alone. It is also felt that by focussing on these things we will make best progress towards achieving the strategic objectives for the city.

The medium term delivery plan, including the Local Area Agreement, at Appendix 1, sets out our starting point and targets for improvement over three years to help us to deliver on our priorities.