

OUR VISION FOR THE BOROUGH

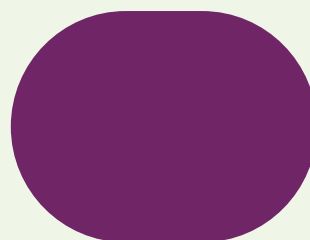


The overarching vision for the borough is outlined in our 'Let's Do It Strategy':

“To stand out as a place that is achieving faster economic growth than the national average, with lower than national average, with lower than national levels of deprivation”

In response, Bury's Economic Strategy will:

“Support the development of a fairer, greener and more competitive and resilient economy that delivers successful places, people and businesses”





The Economic Strategy has three pillars which each establish a clear statement of ambition:

Bury's Place

Ambition:

To create an inclusive, sustainable and prosperous place, where people choose to live, work, invest and visit

Bury's People

Ambition:

To build the capabilities of people to find, sustain and progress in employment and achieve economic security

Bury's Economy & Business Base

Ambition:

To create the conditions for business to prosper and accelerate the transition to a fairer, greener and more resilient economy



The following 'Pillar' chapters set out how the borough will achieve the ambitions. Under each Pillar a number of **Priorities** have been identified. These outline our intent for where we want the borough to be heading over the next 10-15 years, and how we will collectively get there through a set of **Priority Actions**.

In addition, the following **cross-cutting principles** underpin our approach and are central to our ambition for each Pillar:

- Building wealth across our communities to support inclusive growth and reduce inequalities.
- Diversifying and strengthening our economy to support resilience to drivers of change, including climate change.
- Strengthening our quality of life offer to underpin our investment proposition to residents, visitors and businesses and enhance life satisfaction, health and wellbeing, and pride in place.