

Vision Theme/ Ambition	Strategy/ Delivery Plan	Responsible Organisation	Status
A West Berkshire where everybody has what they need to fulfil their potential			
West Berkshire's communities will decide together what services they see as a priority and will, where they wish to, participate in how they are delivered.	Economic Development Strategy	WBC	In draft
We will monitor technological change and give the district's young people the skills and equipment they need to compete in our changing world.	Economic Development Strategy	WBC	In draft
We will seek to improve attainment in STEAM (science, technology, engineering, arts and maths) subjects and will explore the use of different educational models, including T Levels and apprenticeships, to meet demand.	Economic Development Strategy	WBC	In draft
We will seek to become a national exemplar with the best opportunities for social mobility of any local authority area.	Economic Development Strategy	WBC	In draft
We will renew the focus on equality of opportunity and ensure that those who want to are given the chance to enter, or re-enter, the workplace.	Economic Development Strategy	WBC	In draft
We will help to facilitate an environment in which the older generation are encouraged to stay in the work place longer, allowing them contribute to the local economy and their local communities supported and enabled through the use of the best technology.	Economic Development Strategy	WBC	In draft
We will educate residents as to how they can spot, prevent and discourage these crimes as well as taking all necessary action when they do occur.	Police and Crime Plan	TVP	Approved
We will put further measures into place to protect communities, should a threat arise, and ensure that residents are aware of potential threats and how to act accordingly.	Police and Crime Plan	TVP	Approved
We will work together to confront the root cause of these specific local concerns to promote better outcomes for those affected.	BCT Strategic Action Plan	BCT	Approved
We will ensure that all residents are given the opportunity to participate in their communities and can access the services they need.	BCT Strategic Action Plan	BCT	Approved
We commit to creating a skilled West Berkshire where communities work and grow together.	Economic Development Strategy	WBC	In draft

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A West Berkshire with a housing mix with something for everyone			
We will explore, and subsequently deliver, the types of homes and tenures required to address skills shortages as well as to encourage younger residents to remain in West Berkshire.	Housing Strategy	WBC	In draft
We will work together to establish delivery vehicles for appropriate housing for residents on lower incomes.	Housing Strategy/ Local Plan	WBC	In draft
We will consider where existing buildings can be refurbished to create modern homes and business units.	Local Plan	WBC	In draft
We will monitor and review these changes and ensure planning and delivery of housing responds to shifts in demand and need.	Local Plan	WBC	In draft
We will widen choice and opportunity to access housing that supports continued independence, such as cohousing or home sharing.	Housing Strategy	WBC	In draft
We will look to achieve a safe rebalancing of resources from in-hospital to community-based care, carrying out adaptations where necessary, and will encourage innovative approaches to meeting the housing and support needs of older people.	Housing Strategy	WBC	In draft
We will look continue to work together to alleviate rough sleeping as soon as possible and to eliminate it within timeframes laid out nationally.	Reducing Rough Sleeping Plan/ Homelessness Strategy	WBC	In draft
We will understand what facilities new neighbourhoods require to be truly 'age friendly' whilst supporting our naturally occurring retirement communities. We will also prioritise access to services essential to the health, wellbeing, education and employment for all residents.	Local Plan	WBC	In draft

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A West Berkshire that welcomes business, enterprise and industry into a productive, growing and dynamic local economy			
We will attract funding for transport links and harness technological advances to ensure that West Berkshire is one of the top destinations of choice for these companies.	Economic Development Strategy/ Local Transport Plan/ Local Plan	WBC	In draft
We will focus on high quality, sustainable builds in which companies are proud to do business.	Economic Development Strategy/ Local Plan	WBC	In draft
We will make the best possible use of technology while monitoring the potential impact on the workforce.	Economic Development Strategy	WBC	In draft
We will actively engage with and support these industries in locating premises, employees and partnerships.	Economic Development Strategy	WBC	In draft
We will consider our role in facilitating this creativity so that those with ideas can work within an environment that enables them to succeed.	Economic Development Strategy	WBC	In draft
We will invest in infrastructure that will make it the best-connected, as well as one of the most desirable, business locations in the South East.	Economic Development Strategy/ Local Transport Plan	WBC	In draft
We will invest in training and will consider developing low cost housing available for social rent to enable employees to locate themselves within West Berkshire.	Economic Development Strategy	WBC	In draft
We will support these businesses at every stage, from start-up advice, to location sourcing to ongoing engagement.	Economic Development Strategy	WBC	In draft
We will do all we can to boost the size of the workforce, encouraging people from all demographics to remain economically active and attracting those with the skillsets we need to fill vacancies. We will also concentrate on retaining our talent, so that people who were born in West Berkshire and study elsewhere will aspire to return to live and work here.	Economic Development Strategy Health and Wellbeing Strategy	WBC HWBB	In draft
We will be pro-active and explore every single opportunity to expand the district's business offering.	Economic Development Strategy	WBC	In draft
We will start a meaningful conversation about how we can develop, the district, in a sensitive, landscape-led way to meet demand.	Local Transport Plan: Network Management Plan	WBC	In draft
We will work together to enable residents to take advantage of technological innovation in car use, prioritising the installation of the requisite charging points.	Local Transport Plan: Smarter Choices Strategy	WBC	Approved
We will monitor this shift (away from car use) and, where necessary, will influence changes that promote environmental sustainability.	Local Transport Plan: Smarter Choices Strategy	WBC	Approved

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We will work together to ensure that supporting infrastructure around our train stations allows all of our residents and businesses to access these markets so that they compete internationally.	Local Transport Plan: Network Management Plan	WBC	Approved
We will forge closer links with neighbouring areas where this stimulates growth in the district. (Strategic crossroads)	Economic Development Strategy	WBC	In draft
We will work together to both pro-actively and reactively address these (strategic roads) issues.	Local Development Plan/ Local Transport Plan	WBC	In draft
We will put the pedestrian and the cyclist at the heart of spatial planning, creating modern walkable and cycleable communities.	Local Transport Plan: Active Travel Strategy Health and Wellbeing Strategy	WBC	Approved
A West Berkshire where the health and wellbeing of all residents of all ages and backgrounds is good			
We will empower individuals and communities to take greater responsibility for their health and provide support for those who need it at all stages of life.	Health and Wellbeing Strategy	HWBB	Approved
We will work with children, families, schools and nurseries to support every child to have the best start in life so they become healthy, resilient adults.	Health and Wellbeing Strategy	HWBB	Approved
We will create a stigma-free West Berkshire where people have the tools they need to manage their mental wellbeing, while ensuring high quality services are there to help those who need more support.	Health and Wellbeing Strategy	HWBB	Approved
We will invest in the wellbeing of our elderly residents ensuring that individuals, carers and families take an active role in their health and wellbeing with greater choice and control over their care.	Health and Wellbeing Strategy	HWBB	Approved
We will reduce health inequalities where we can by delivering interventions for everybody, but focussing on those who need more help.	Health and Wellbeing Strategy	HWBB	Approved
We will work with our communities as equal partners to make the most of existing strengths and facilities to grow social networks and inclusion.	BCT Strategic Action Plan Health and Wellbeing Strategy	BCT	Approved
We will put health at the heart of all we do and promote healthy schools, towns and workplaces to enable people to make healthy choices.	Health and Wellbeing Strategy	HWBB	Approved
We will educate young people and support them and their families where they feel vulnerable, both on and offline.	Police and Crime Plan	TVP	Approved
We will work with all partners to raise awareness of the importance of antibiotic resistance.	CCG Operational Plan	BWCCG	Approved

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A West Berkshire with beautiful, historic and diverse landscapes and a strong cultural offering			
We will protect these precious assets and work in partnership to enhance our landscape and wildlife and the opportunity for people to enjoy them.	Local Plan	WBC	In draft
We will look to create a forum through which we can develop a comprehensive, crowd-sourced strategy about our cultural and arts offering to ensure its sustainability and to increase participation from everyone in our community.	Culture Strategy	WBC	In draft
We will commit to using renewable energy where possible, thereby reducing their carbon footprint.	Energy Strategy	PPP	In draft
We will play our role in reducing CO2 emissions and will introduce specific mitigation measures in problem areas.	Energy Strategy/ Local Plan/ Local Transport Plan	PPP	In draft
We will monitor this issue (air pollution) and take precautionary measures where necessary.	PPP Business Plan	PPP	Approved
We will consider as partners how the use of materials harmful to the environment, including plastics, can be kept as low as possible.	Waste Strategy	WBC	In draft
We will, through education and incentivisation, encourage residents to make the most environmentally sound choices available and to eliminate unnecessary waste and will also look to use new technology to facilitate recycling where we can.	Waste Strategy	WBC	In draft
We will look beyond our borders and, in doing so, will play our part in supporting national and international change (on reducing carbon emissions) through its policies and actions.	Energy Strategy	WBC/ PPP	In draft
We will do all we can to manage demand while maintaining integrity of our supply of fresh water.	Local Plan/ Water Resources Strategy	WBC/ Canal and River Trust	In draft/ approved
We will work together to provide meaningful protection to our waterways, preserving them for generations to come.	Local Plan/ Water Resources Strategy	WBC/ Canal and River Trust	In draft/ approved
We will consider how we can further develop these (cultural) assets to maximise the number of people who are able to enjoy them.	Culture Strategy	WBC	In draft
We will ensure that all of our parishes continue to be empowered to run their libraries in a way that works for them so that become multi-functional hubs, at the heart of the community.	Culture Strategy	WBC	In draft
We will consider how to boost the appeal of our centres, focusing on place-making, and ensure they are desirable to residents and visitors alike.	Economic Development Strategy	WBC	In draft