

News release: 23 December 2019

## Council to hold focus groups about its draft strategic plan

Register your interest in taking part in a focus group in the new year to give your feedback on a four-year plan that will set the district council's priorities.

Lichfield District Council is putting together its strategic plan that will set out its vision for the council from 2020 to 2024.

It will help the local authority to focus on what is important locally and to direct its resources and budget where they will have the most benefit for local people and businesses.

The council now needs to know if it has selected the right priorities for the district. These are to enable people, shape place, develop prosperity and be a good council that innovates and puts its customers at the heart of all it does.

Local people will have the chance to give their views about the emerging plan at two focus groups on Thursday 9 January 2020.

The first focus group will be at District Council House on Frog Lane in Lichfield from 2pm to 4pm. The second will take place at Burntwood Memorial Institute from 5pm to 7pm.

**Councillor Andy Smith, Cabinet Member for Customer Services & Innovation, said:** "This is your chance to tell us what you think of our priorities and give us your ideas. We hope plenty of people from right across the district will get involved in helping us to develop our strategic plan."

To register your interest in attending one of the focus groups, please email [alison.bowen@lichfielddc.gov.uk](mailto:alison.bowen@lichfielddc.gov.uk) or call [01543 308129](tel:01543308129).

To find out more, go to [www.lichfielddc.gov.uk/draftstrategicplan](http://www.lichfielddc.gov.uk/draftstrategicplan).

Ends

### Media enquiries

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**The council has identified its main priorities, which include:**

### Enabling people

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- to help themselves and others
  - to collaborate and engage with us
  - to live healthy and active lives

### Shaping place

- to keep it clean, green and safe
- to protect our most valuable assets
- to make sure sustainability and infrastructure needs are balanced

### Developing prosperity

- to encourage growth
- to enhance the district for visitors
- to invest in the future

### A good council that

- is financially sound, transparent and accountable
- is innovative and customer focussed
- has respect for everyone