

Staffordshire

# The Beating Heart of the Country

## Strategic Direction 2026-2028

Our focus is on supporting Staffordshire's people, the local economy, creating better connections and strong communities - all while making sure we spend money wisely.

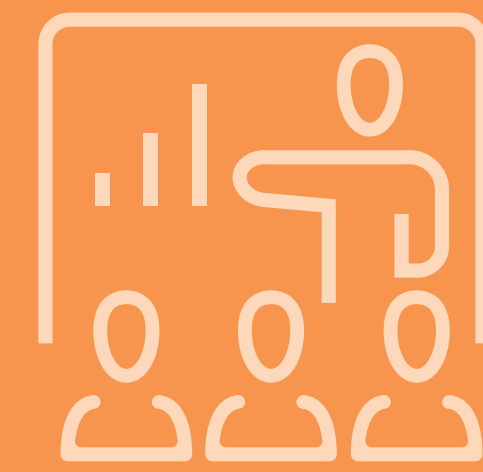
### Our strategic priorities



#### People

##### Early help and prevention

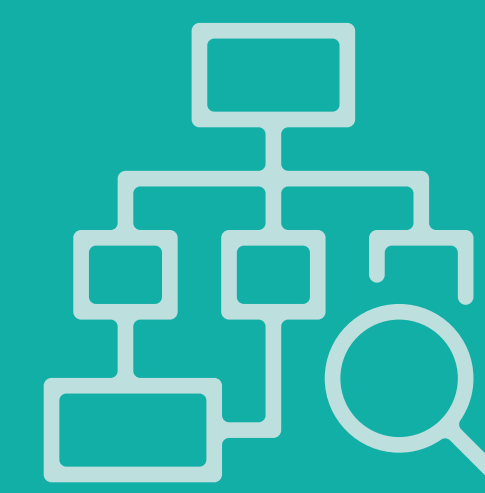
Give people the right support, at the right time and in the right place so they can live healthier, happier, more independent lives.



#### Economy

##### Creating an environment for growth

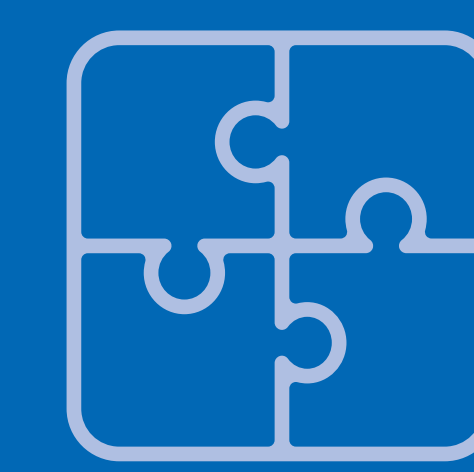
Create a successful, vibrant economy by making Staffordshire a leading place to live, work, visit and invest.



#### Connectivity

##### Highways and digital infrastructure

Improve connectivity through better transport and digital infrastructure to help communities and businesses thrive.



#### Communities

##### Safety and resilience

Build safer, stronger and more connected communities by reducing crime and anti-social behaviour, and supporting local networks.



#### Efficiency and value for money

##### Making every pound count

Manage public money carefully by shaping services that work for local people and planning well for the future.