

- To overcome barriers to unlock private and public sector investment to enable growth and development.
- To improve the quality, sustainability and range of housing stock, future proofing housing demand.
- To provide a town which retains and attracts younger people to work and live.
- To provide facilities, employment land and premises to capitalise on the continued investment in the offshore renewables, engineering, maritime and science sectors.
- To enhance the natural environment to improve the offer for people who live, work, and visit.
- To develop space and facilities that support the improvement of physical and mental wellbeing for the community and visitors.
- To Invest in infrastructure to meet requirements, which attract private sector investment whilst retaining and growing businesses.
- To secure long-term, higher skilled jobs that raise aspiration and increase opportunities.
- To transform the retail core of the town centre and seafront to increase footfall to grow the economy and provide social space for the community and visitors.
- To encourage active and sustainable methods of transport that improve connectivity, reduce journey times, increase footfall, and attract investment.
- Secure long-term sustainable delivery of an events and cultural programme which act as a catalyst for investment
- To enhance facilities and services to create a sustainable evening economy capitalising on existing strengths within the town.
- To capitalise on the town's heritage and cultural assets, enhancing the offer for the future, driving economic growth and to enable community cohesion.
- To Improve digital infrastructure for current and future generations.
- Increase the resilience of the town to mitigate and adapt to the current and future impact of climate change.
- Improve the public realm to provide a safer and more attractive environment to live, work, and stay.