

# STRATEGIC PLAN

1 July 2024 – 30<sup>th</sup> June 2029



## MISSION:

We're devoted to cultivating and enriching Silverdale by providing powerful connections between businesses and our community. We will empower Silverdale businesses, property owners, and their people to unlock their full potential through knowledge, collaboration, and proactive engagement, driving commercial growth and ensuring sustainable success for the future.

## VISION:

Our vision is to be the driving force and trusted voice behind Silverdale's success, fostering vibrant connections between businesses and our community.

## VALUES:

**DELIVERING VALUE** Member Focused

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**INTEGRITY** Authentic, Accountable, Trusted, Respectful

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**CONTINUOUS IMPROVEMENT** Proactive, Adaptable, Resilient



## Member Value

Maximise member value by providing support and promotion for Silverdale businesses

- Grow the Silverdale Business Profile
- Promote our Silverdale Businesses
- Create an attraction for visitors to spend in our region.
- Marketing campaigns to increase visitors and spend in Silverdale.
- Engage with our entire membership to ensure they understand the value of our programs and remain active in our community.
- Inform and educate our members
- Build relationships and engage with ethnic communities
- Prioritise connecting talented local with job opportunities in Silverdale to strengthen our local economy.
- Support a safe, secure and resilient business area
- Continue to add to our community business focused CCTV network and security hub



## Engagement & Support

Enhance communication, collaboration, networking, and engagement with members, businesses, and the community.

- Offer a diverse and broad range of opportunities to connect
- Connect the geographical areas of Silverdale together
- Ensure all new businesses are informed and engaged from the beginning
- Build capability to connect businesses to one another
- Attract and retain diverse, sustainable businesses to reduce Silverdale's commercial vacancies

## Advocacy

We are committed to actively listening to your needs and serving as a powerful advocate, amplifying your voice for greater impact.

- Lobby to influence transport decisions enabling our businesses to operate more efficiently.
- Collaborate with key stakeholders and other BIDs
- Establish a prominent presence in the local community



## Leadership

By offering proactive, inspiring guidance that actively engages the business community, we aim to shape a compelling vision of the future, igniting motivation and charting a path towards success.

- Lead the development of Sustainable Transport for Business in Silverdale
- Empower our business community to take environmental action
- Promote positive workplace wellbeing initiatives that drive business transformation.
- Establish communication and opportunities to encourage collaboration among businesses, developers, and the council, fostering a supportive environment for future growth