Strategic themes



Value for money



Strong, safe, supportive and self-reliant communities Bracknell Forest is a good place to live with a mainly affluent, well educated and independent population.

The council will provide leadership and work with others to keep the borough a place where all residents can thrive and benefit from effective core services. What we do ourselves we aim to do well, but we must prioritise and target our services to live within our means.

In targeting our services, we will prioritise people and areas with the greatest need, early help and prevention so struggling or vulnerable people can maximise their opportunities to become independent



A strong and resilient economy



sustainable place



People have the life skills and education opportunities they need to thrive



People live active and healthy lifestyles