

2011 Regional Strategy

Strategic Objectives and Key Performance Indicators

Strategic Objective 1: To improve the quality of life for all residents of the region by addressing the key issues identified in the Regional Strategy 2011.

Regional Strategy 2011 Strategic Objectives

1. **Enhance the quality of life for all**
 - a. Create a more vibrant, diverse and global economy with a focus on a broad range of sectors, including the creative industries, to generate employment opportunities and increase the region's economic resilience and growth. This includes the creation of a 'Creative Industries Strategy'.
 - b. Foster a strong and diverse new regional identity for the region, reflecting its unique character and heritage, and its position as a leading global centre for creative industries and innovation.
2. **Improve the environment and the quality of life for all**
 - a. Create a more sustainable and resilient regional economy, environment and society, reflecting the region's strengths.
 - b. Enhance the region's environmental and cultural heritage, and its role as a leading global centre for creative industries and innovation.
3. **Improve the quality of life for all**
 - a. Foster a strong and diverse new regional identity for the region, reflecting its unique character and heritage, and its position as a leading global centre for creative industries and innovation.
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