

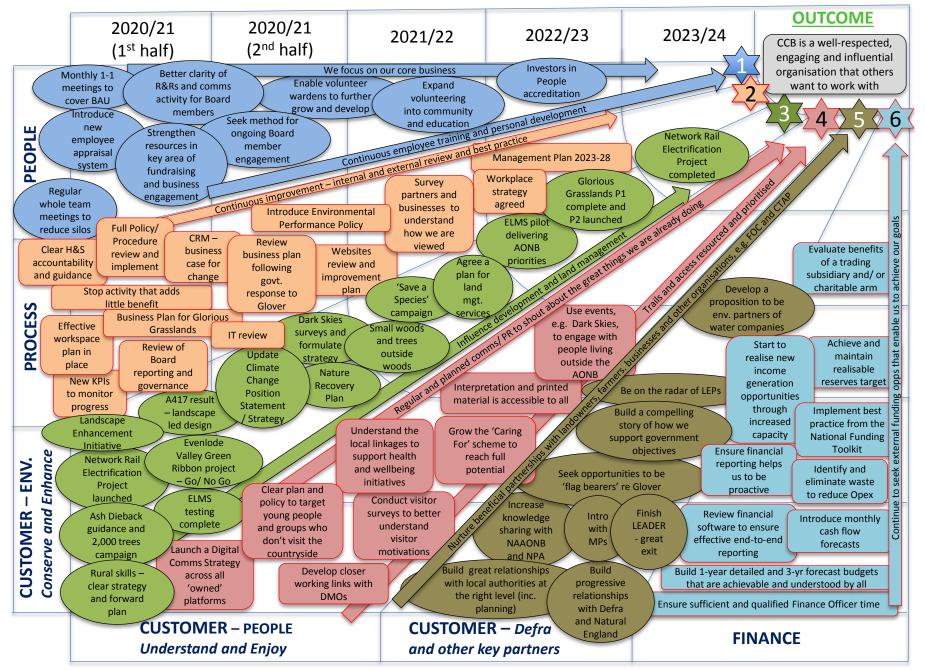
**GREAT PEOPLE** 

DOING THE RIGHT THINGS

LEADS TO HAPPY
CUSTOMERS

AND HEALTHY FINANCES

## **Business Plan Framework 2020-23**



## **OUTPUTS**

- 1. Great people, inspiring others
- 2. Continuous improvement leading to effective working
- 3. Delivering for landscapes and nature
- 4. Promoting and broadening access opportunities
- 5. Value-added partnerships that benefit the Area of Outstanding Natural Beauty
- 6. Financially resilient and sustainable