

| People                               |  |
|--------------------------------------|--|
| <b>Breaking the Cycle of Poverty</b> | <p><b>What?</b> A radical improvement in life chances for children aged 0 to 5 years in Reading.</p> <p><b>How?</b> Early intervention strategies. Re-model Children's Centres. Build peer support networks in the community.</p>                      |
| <b>Capable Communities</b>           | <p><b>What?</b> Develop the capacity for people to take greater responsibility for themselves and others</p> <p><b>How?</b> More involvement for people in shaping &amp; choosing services eg roll-out of personal budgets for social care clients</p> |
| <b>Celebrating Diversity</b>         | <p><b>What?</b> Celebrate and build on the contribution of all, particularly young people.</p> <p><b>How?</b> Delivering a range of activities celebrating different cultures through The Cultural Partnership, Youth Cabinet etc</p>                  |

| Place                                |   |
|--------------------------------------|---|
| <b>High Speed Broadband &amp; IT</b> | <p><b>What?</b> Put Reading on the map as a flagship cyber city</p> <p><b>How?</b> Support the installation of fibre optic cables for super-fast internet access across Reading.</p>                    |
| <b>Cultural Life</b>                 | <p><b>What?</b> Promote behaviour change encouraging people to spend local, invest local, give back local</p> <p><b>How?</b> Implement a points-based reward scheme to drive positive participation</p> |
| <b>Renewable Energy</b>              | <p><b>What?</b> A step-change in the sources and use of energy towards sustainability</p> <p><b>How?</b> Invest in solar panels and sustain it by re-investing the energy revenue generated</p>         |

| Prosperity            |   |
|-----------------------|---|
| <b>Skills For All</b> | <p><b>What?</b> Raise participation in learning to improve employment prospects in a fast-changing economy</p> <p><b>How?</b> Continued promotion of apprenticeships. Skills Summits. Mentoring. Employer engagement.</p> |
| <b>Fasttrack 2020</b> | <p><b>What?</b> Reduced congestion, improved air quality &amp; accessibility</p> <p><b>How?</b> Developing a network of rapid transit bus services linked to additional Park and Ride services for Reading.</p>           |