

## Harbour Ambition Purpose Statement, Mission, and Values

### Purpose Statement:

To inspire and advocate for the ambitious transformation and sustainable future of the Poole Regeneration Area, facilitating the housing and infrastructure needed for a thriving community.

### Our Mission is to:

- create an environmentally, economically, and socially sustainable future for the former power station site and the surrounding area
- ensure development of the power station site has housing accessible for individuals and families of Poole on low and modest income, ensuring they thrive and flourish
- create a vibrant place to live, work, and play
- inspire a community that has a sense of empowerment, identity, meaning, and belonging
- listen to the needs and aspirations of the community who live and work in and around the Regeneration Area
- be the community's advocate through enabling an open and honest communication with stakeholders regarding relevant issues
- create a welcoming environment for tourists and encourage residents to realise the economic benefit of visitors
- protect the future of Poole's natural beauty, prosperity, and community, while being open to new ideas and opportunities
- provide a place for local businesses and talent
- create a thriving community in the Regeneration Area
- ensure a beautiful, functional, innovative, environmentally sustainable, and affordable design, while honouring the heritage of the local area
- explore and facilitate opportunities for innovative housing and business models.

### Values:

- to actively listen to and respect one another's views and circumstances
- to enable/give everyone the opportunity to express their views
- where there is disagreement ensure this is done so respectfully
- enable reasoned debate to find creative solutions to identified problems