

# APPENDIX 1

## VISION FOR WIRRAL

- Our vision is of a more prosperous and equal Wirral, enabling all communities and people to thrive and achieve their full potential.
- We aim to build a Borough founded on a strong, vibrant economy with high levels of employment. We will give priority to providing the environment and developing the skills needed to make Wirral a place where business chooses to invest – an economy that retains and attracts our young people and provides opportunity for all to realise their full potential. We have already agreed an investment strategy to help deliver this.
- Our ambition is to end deprivation. We will work to narrow the gap in education, employment, health and housing both within and between communities. We will give priority to raising the aspirations, opportunities and quality of life of our most vulnerable, disadvantaged or excluded citizens, wherever they might live.
- We will seek to establish a shared Wirral identity, which draws together the Borough's urban, rural and coastal communities – proud of our history and heritage, confident in our future, welcoming, inclusive and open to all people. We will encourage a real pride in the borough, through high standards of cleanliness, environmental protection and public safety, creating a clean, safe and sustainable environment.
- We are committed to playing our full part in the economic, political and cultural life of the city region. We recognise our success is closely linked with that of our neighbours in Liverpool, Chester and beyond. We will work enthusiastically with them and others to ensure Wirral both contributes to and benefits from growth and development in the region. We will also develop links with regions elsewhere in the UK and abroad in order to further enhance our economic prosperity.
- As a 'can-do' council, our aim is to deliver first class services, which are affordable, sustainable and meet the needs of local people. Wherever possible we will do this through the engagement and empowerment of individuals and communities in both the design and delivery of local services, and by working together with partners in the public, private and the community / voluntary sectors.

## Appendix 2

# Building a more prosperous and equal Wirral.

Strategic Objectives	AIMS FOR 2008 - 2013	Priorities for Improvement 2008/09
TO CREATE MORE JOBS, ACHIEVE A PROSPEROUS ECONOMY AND REGENERATE WIRRAL	Increase investment and encourage new developments Improve rate of business start ups and support local businesses to grow. Increase GVA by increasing employment opportunities and matching skills to employers' demands Reduce worklessness Ensure the sustainability of our cultural, leisure and tourism assets.	Reduce worklessness Increase enterprise
TO CREATE A CLEAN, PLEASANT, SAFE & SUSTAINABLE ENVIRONMENT.	Increase levels of recycling Reduce our carbon footprint. Create exemplary levels of street cleanliness Reduce number of people killed or seriously injured in road accidents. Deliver HMRI programme & achieve housing decency standards Reduce alcohol related crime Reduce levels of anti-social behaviour. Conserve the borough's natural and built heritage and increase civic pride and public participation.	Increase levels of recycling Reduce the council's carbon footprint Reduce number of people killed or seriously injured in road accidents.
TO IMPROVE HEALTH AND WELL BEING FOR ALL, ENSURING PEOPLE WHO REQUIRE SUPPORT ARE FULL PARTICIPANTS IN MAINSTREAM SOCIETY	Narrow the mortality gap on Wirral. Promote greater independence and choice Reduce the number of falls for elderly people Encourage healthy lifestyles and participation in fulfilling activities. Improve support for those with mental health problems. Tackle domestic violence Tackle all forms of alcohol and drug induced harm.	Promote greater independence and choice
TO RAISE THE ASPIRATIONS OF YOUNG PEOPLE	Raise overall educational attainment, particularly lower achieving young people Reduce numbers not in employment, education or training. Safely reduce the number of looked after children. Reduce childhood obesity. Increase numbers going to university, especially from disadvantaged communities	Raise overall educational attainment, particularly lower achieving young people. Safely reduce the number of looked after children
CREATE AN EXCELLENT COUNCIL	Improve the use of the Council's land and assets. Create a sustainable and stable budget providing value for money Improve the council's budgeting process to fully reflect its priorities. Improve accountability, accessibility and openness and involve those who use our services	Improve the use of the Council's land and assets. Create a sustainable and stable budget, providing value for money

in their design and delivery.

Improve partnership working with the public, private & voluntary sectors.

Improve the Council's budgeting process to fully reflect its priorities.