Wirral's Corporate Plan 2010/11

Vision: To build a more prosperous and equal Wirral

Strategic Objectives	Aims for 2008 – 2013	Priorities for Improvement 2010/11
1. To create more jobs, achieve a prosperous economy and regenerate Wirral	• Increase investment and encourage new developments • Increase enterprise and maintain sustainability of local businesses • Ensure that workforce skills are matched to new employment opportunities • Reduce worklessness through targeted activity • Enhance and promote Wirral's tourism offer as a key driver for regenerating the borough	• Mitigate the impact of the recession and plan for recovery particularly focusing on reducing worklessness and increasing enterprise
2. To create a clean, pleasant, safe and sustainable environment	• Reduce household waste going to landfill by encouraging waste recycling and minimisation • Reduce Wirral's carbon footprint • Achieve high standards of street cleanliness across the borough • Reduce number of people killed or seriously injured in road accidents • Improve quality, choice and access to the housing market • Prevent homelessness • Reduce violent crime • Tackle domestic violence • Reduce levels of anti-social behaviour and promote public satisfaction with how it is being tackled • Conserve the borough's natural and built heritage and ensure the sustainability of our cultural and leisure facilities	• Reduce Wirral's carbon footprint by working with our partners and the community to reduce the carbon footprint across the local authority area • Reduce number of people killed or seriously injured in road accidents • Review and implement an affordable housing policy to reflect current market conditions
3. To improve health and well being for all, ensuring people who require support are full participants in mainstream society	• Reduce health inequalities in Wirral and narrow the mortality gap • Promote independence and choice • Reduce hospital admissions • Encourage healthy lifestyles and participation in fulfilling activities • Improve support for those with mental health problems • Tackle all forms of alcohol and drug induced harm	• Reduce health inequalities in Wirral • Promote independence and choice • Tackle alcohol harm
4. To help children and young people achieve their full potential	• Close the attainment gap where poverty and disadvantage affect achievement • Reduce numbers not in employment, education and training • Safely reduce the number of looked after children • Support children to achieve and maintain a healthy weight • Increase numbers going to university, especially from disadvantaged communities • Reduce teenage conceptions	• Reduce numbers not in employment, education or training • Safely reduce the number of looked after children • Reduce teenage conceptions
5. Create an excellent Council	• Maintain a stable and sustainable budget, providing value for money • Ensure effective prioritisation of spending decisions brought about by government spending restraint • Improve the use of the Council's land and assets • Promote openness and accountability by involving service users and engaging communities in the design of accessible services • Improve the Council's communication with residents • Continue to improve partnership working with the public, private and voluntary sectors • Enable people to deliver excellence in an organisation that is well led, engages with and empowers staff • Plan for changing workforce requirements to deliver organisational capacity and change • Improve the delivery of election and electoral registration services • Improve Member engagement / development • Improve the Council's overview and scrutiny functions	• Maintain a stable and sustainable budget, providing value for money • Ensure effective prioritisation of spending decisions brought about by government spending restraint • Improve the use of the Council's land and assets