

Wirral's Corporate Plan

Vision: To build a more prosperous and equal Wirral

Strategic Objectives	Aims for 2008-2013	Priorities for Improvement 2009/10
1. To create more jobs, achieve a prosperous economy and regenerate Wirral	<ul style="list-style-type: none"> • Increase investment and encourage new developments • Increase enterprise • 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 	<ul style="list-style-type: none"> • Reduce worklessness • Increase enterprise
2. To create a clean, pleasant, safe and sustainable environment	<ul style="list-style-type: none"> • 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 and 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 	<ul style="list-style-type: none"> • Sustain levels of recycling • Reduce the Council's carbon footprint • Reduce number of people killed or seriously injured in road accidents
3. To improve health and well being for all, ensuring people who require support are full participants in mainstream society	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Promote greater independence and choice
4. To raise the aspirations of young people	<ul style="list-style-type: none"> • Raise overall educational attainment, particularly among 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 	<ul style="list-style-type: none"> • Raise overall educational attainment, particularly among lower achieving young people • Safely reduce the number of looked after children
5. Create an excellent Council	<ul style="list-style-type: none"> • 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 in their design and delivery • Improve partnership working with the public, private and voluntary sectors 	<ul style="list-style-type: none"> • Improve the use of the Council's land and assets • Maintain a sustainable and stable budget providing value for money • Improve the Council's budgeting process to fully reflect its priorities