

Appendix 1: Corporate Plan 2012/17 – Objectives

Priority 1: Work & Benefits - Objectives

- Create attractive, competitive and safe town centres and enable the development of our major regeneration sites
- Grow the tourism economy
- Improve and sustain income levels
- Improve core employability skills and assist people into work
- Increase the number of new business starts and support the growth of sustainable businesses

Priority 2: Safe, Strong & Involved Communities - Objectives

- Enable stronger, confident and more involved communities
- Enhance the safety of women and children
- Improve home, transport and fire safety
- Improve the quality and availability of affordable housing
- Prevent people from becoming homeless
- Reduce anti social behaviour and disorder
- Reduce the impact of alcohol and drug misuse on communities
- Reduce violent crime

Priority 3: Supporting Children & Families - Objectives

- Enable families to be confident and equipped to support their children throughout childhood
- Improve attainment and achievement for early years, primary schools and secondary schools
- Improve attainment and achievement through life long learning
- Improve the protection and care outcomes for children and vulnerable adults
- Increase positive destinations for 16-19 year olds

Priority 4: Sustainable Environments - Objectives

- Improve West Dunbartonshire's environment
- Increase journeys by public or active transport
- Manage waste disposal in a more sustainable way
- Reduce greenhouse gas emissions

Priority 5: An Improving Council - Objectives

- Improve approach to risk management
- Improve asset management
- Improve consultation and communication with employees
- Improve decision-making and performance scrutiny
- Improve employee attendance
- Improve leadership and management skills of elected members, the corporate management team, middle management and supervisory staff
- Improve medium to long term financial planning
- Improve Member-Officer relations
- Improve morale and employee perceptions of feeling valued
- Improve our responsiveness to customers (Customer First)
- Improve service efficiency and competitiveness
- Improve service performance and quality
- Improve the effectiveness of community consultation and engagement activity
- Improve the health and safety of Council employees
- Improve the image and reputation of West Dunbartonshire and the Council
- Improve the schools estate
- Promote fair and transparent employment practices
- Provide fit for purpose services