

Corporate Plan 2012/17 – Objectives

Priority 1: Work & Benefits - Objectives

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

Priority 2: Safe, Strong & Involved Communities - Objectives

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

Priority 3: Supporting Children & Families - Objectives

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

Priority 4: Sustainable Environments - Objectives

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

Priority 5: An Improving Council - Objectives

- Improve the effectiveness of community consultation and engagement activity
- Improve approach to risk management
- Improve asset management
- Improve employee attendance
- Improve the health and safety of Council employees
- Improve medium to long term financial planning
- Improve consultation and communication with employees
- Improve morale and employee perceptions of feeling valued
- Promote fair and transparent employment practices

- Improve decision-making and performance scrutiny
- Improve Member-Officer relations
- Improve leadership and management skills of elected members, the corporate management team, middle management and supervisory staff
- Improve the image and reputation of West Dunbartonshire and the Council
- Improve our responsiveness to customers (Customer First)
- Improve service efficiency and competitiveness
- Improve service performance and quality
- Provide fit for purpose services
- Improve the schools estate