

**WEST LANCASHIRE DISTRICT COUNCIL
CORPORATE PRIORITIES 2009/10**

Our vision is:

‘Putting SERVICES FIRST – building a District second to none’

As an excellent Council our aim is to make the best use of resources to deliver the best possible services at the lowest possible cost.

OUR VALUES

We will deliver this by being an ambitious organisation which:

- Puts residents and frontline services first;
- Ensures local services offer the best possible value;
- Listens to, informs and consults local people;
- Is open and accountable in the way we make decisions;
- Embraces innovation and partnership as a way of bringing about improvement in our services;
- Promotes equality of opportunity and values the diversity of our communities;
- Values and develops our employees.

OUR PRIORITIES

Our values are at the heart of the way we deliver our six priorities. In partnership we will:

- Deliver cost effective services that are accessible to all;
- Protect and improve the environment and keep our streets clean and tidy;
- Combat crime and the fear of crime;
- Work to create and retain good quality jobs for local people;
- Improve housing and strive to achieve affordable housing that is available for local people;
- Provide opportunities for leisure and culture that together with other council services contribute to healthier communities.

ACHIEVING OUR PRIORITIES

Over the next few years, our targets and key initiatives for achieving these priorities are:-

Deliver cost-effective services that are accessible to all:

Key Measures:-

- Further improve the efficiency and effectiveness of services;
- Achieve year-on-year affordable Council Tax rises, in line with inflation, and with targeted investment in key corporate priorities;
- Achieve an improvement in the satisfaction of residents with the overall service provided by the Council (as measured through the Place survey);
- Reduce staff sickness;
- Seek to achieve annual cash savings in line with government targets;
- Increase the proportion of people who transact business with the Council via the website;
- To maximise the level of income due to the authority.

Key Initiatives:-

- Investigate a range of shared service initiatives with other Councils and partners in the public and private sector;
- Commence to deliver the Customer Relations and Access Strategy, including the development of integrated approaches to service access with public sector partners;
- Improve the quality and accessibility of accommodation which customers use. Including the provision of new Council offices within a package of mixed development by 2011;
- Deliver a rolling programme of Value for Money and Organisational re-Engineering reviews of the Council's services.
- Further improve accountability and transparency of work undertaken in partnership with other bodies;

Protect and improve the environment and keep our streets clean and tidy:

Key Measures:-

- To increase recycling/composting to 50% by March 2010;
- To decrease the proportion of land with significant deposits of litter and detritus
- To increase public satisfaction with street cleanliness.

Key Initiatives:-

- Review service delivery across waste and recycling, looking for improved working methods and ways of increasing productivity while driving down fuel usage.

Combat crime and the fear of crime:**Key Measures:-**

- To assist in sustaining the number of crime incidents per 1,000 population below the regional average;
- To assist in maintaining a high proportion of people feeling that West Lancashire is a safe and secure place to live.

Key Initiatives:-

- To deliver the Crime and Disorder Reduction Strategy in partnership with other organisations and agencies;
- Lead on the Strategic Crime Reduction Board.
- To deliver the Domestic Violence Strategy in partnership with other organisations and agencies

Work to create and retain good quality jobs for local people:**Key Measures:-**

- Help to reduce unemployment to below the national average;
- To assist in the creation of new jobs;
- To assist in the provision of skills for the local workforce.

Key Initiatives:-

- Commence implementation of 'Vision for Skelmersdale' plan;
- Deliver Year 6 of the Investing in Business Programme.

Improve housing and strive to achieve affordable housing that is available for local people:

Key Measures:-

- Reduce the proportion of non-decent Council homes from 14.97% as at 1st April 2006, to Zero by December 2010;
- To assist in increasing the number of affordable homes delivered;
- To assist in increasing the proportion of private sector housing stock meeting the decent homes standard.

Key Initiatives:-

- Deliver the Affordable Housing Strategy in partnership with others;
- Deliver the Private Sector Housing Strategy in partnership with others.

Provide opportunities for leisure and culture that together with other council services contribute to healthier communities:

Key Measures:-

- Increase satisfaction with sports and leisure facilities;
- Increase satisfaction with parks and open spaces;
- Increase the number and proportion of playgrounds meeting our local policy;
- Carry out a food hygiene Inspection at all food businesses due to be inspected.

Key Initiatives:-

- Continue the refurbishment of our formal parks
- Deliver the "Recipe 4 Health" Award Scheme for local food businesses;
- Help develop and implement the Local Strategic Partnership's Health Inequalities Strategy.