

**WEST LANCASHIRE BOROUGH COUNCIL  
STATEMENT OF CORPORATE PRIORITIES 2010/11**

Our vision is:

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

Our aim is to make the best use of resources to deliver the best possible services.

**OUR VALUES**

We will deliver this by continuing to be an innovative organisation which:

- Puts residents and frontline services first;
- Ensures local services offer the best possible value including embracing partnership as a way of securing greater value for money;
- Provides leadership by listening to, informing and consulting local people;
- Is open and accountable in the way we make decisions;
- 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 across the Borough. 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 opportunities for and retain good quality jobs in particular 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 Objectives:**

- By continually improving the efficiency and effectiveness of services, achieve annual savings and control and minimise levels of Council Tax and housing rents;
- Seek to enhance the satisfaction of residents with the overall service provided by the Council;
- Reduce staff sickness.

#### **Key Initiatives:-**

- Pursue a range of efficiency and cost-cutting measures.
- Improve the quality of resident's experience whether they click, call or come in.

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

#### **Key Objectives:-**

- Continue to increase the proportion of waste that is sent for recycling/composting;
- Decrease the proportion of land with significant deposits of litter and detritus, (13% litter, 20% detritus) by March 2011
- Maintain 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;
- Look to roll out Alternate Weekly Collection across the Radburn designed estates of Skelmersdale.

### **Combat crime and the fear of crime:**

#### **Key Objectives:-**

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

**Key Initiatives:-**

- Deliver the Crime and Disorder Reduction Strategy in partnership with other organisations and agencies;
- Continue to tackle Domestic Violence through our partnership strategy with other organisations and agencies
- Work on a countywide footprint to monitor the effectiveness and coverage of current CCTV provision in tackling crime, including reviewing the possibility of next generation technology.

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

- Help to reduce unemployment to below the national average;
- Assist in the creation of a range of new employment opportunities;
- Assist in the provision of skills for the local workforce.

**Key Initiatives:-**

- Continue implementation of 'Vision for Skelmersdale' plan;
- Pursue a Multi-Area Agreement to support and develop our local economy;
- Continue to work with other neighbouring authorities outside the Lancashire cluster;
- Continue to support rural businesses through the Lancashire West Local Action Group (LAG) to help develop our rural economy;
- Help to implement the Local Strategic Partnership's Employment & Skills Action Plan by working with the Employment & Skills Thematic Group.

**Improve housing and strive to achieve affordable housing that is available for local people:****Key Objectives:-**

- To attain the decent homes standard by December 2010;
- Assist in increasing the number of affordable homes delivered;

**Key Initiatives:-**

- Deliver Year 8 of the Capital Investment Programme.
- 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 Objectives:-**

- Maximise opportunities to contribute to the health of the community through partnership including working especially with the Primary Care Trust;
- Improve satisfaction with sports and leisure facilities working in partnership with SERCO and The Leisure Trust;
- Improve satisfaction with parks and open spaces.
- Increase the number and proportion of playgrounds, meeting our local policy.

**Key Initiatives:-**

- Help to implement the Local Strategic Partnership's Health Inequalities Strategy through the Health and Wellbeing Thematic Group;
- Continue to work in partnership, through the West Lancashire Community Leisure Trust, to provide leisure centres;
- Continue the investment in and refurbishment of our formal parks.