

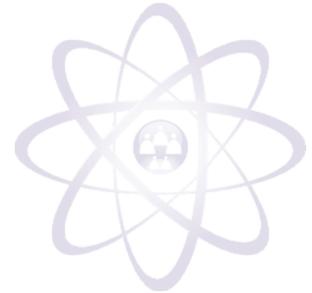


WEST DUNBARTONSHIRE COUNCIL

Strategic Plan 2012 - 2017



Strategic Plan 2012 - 2017



Foreword by Leader of the Council

I became involved in politics because I am committed to making a positive difference to people's lives and improving West Dunbartonshire for the benefit of all our communities. Given the great economic and social challenges that currently face the UK there has rarely been a more important time to undertake this duty. West Dunbartonshire is my birthplace, my home and it is an area of outstanding natural beauty. Its towns are famous throughout the world for their shipbuilding and manufacturing heritage, and we enjoy many advantages over other parts of Scotland. However we also face some huge problems and none more so than ensuring that we have a vibrant business sector that is creating and supporting meaningful employment for our local residents.

My fellow Councillors and I take our responsibility to represent West Dunbartonshire very seriously and we will face the challenges head on. Where tough decisions are required we will be bold, where residents are struggling we will be compassionate, where prospective businesses have questions we will find the answers, and whenever obstacles are put in our way we will find solutions. This strategy sets out how we plan to provide the strategic leadership required to grow West Dunbartonshire but you can be reassured that it will include improvements to our schools, care services, homes, town centres, and prudent use of your money.

In five years time we will be judged on how we have performed and delivered. I am confident that we have the talent within this administration and at every senior level within the Council to enable us to achieve our goals and help improve the lives of the people of West Dunbartonshire. I hope you will support us on our journey.

Introduction by Chief Executive

I believe that we should celebrate our successes and build on all we do well in our area. West Dunbartonshire combines natural scenic beauty, a historic industrial past and an unrivalled location close to Glasgow, its international airport and the west of Scotland. I also believe that we should be upfront and realistic about the problems we have to tackle. West Dunbartonshire does face undoubted challenges, not least as one of the most socio-economically deprived areas in Scotland. But there is huge potential for growth and prosperity - and our Council has a key role in making this happen in an environmentally and socially responsible manner.

West Dunbartonshire Council provides a comprehensive range of services, including education, social care, housing, environmental and economic development. With around 6,000 staff, the Council is also by far the biggest employer in the local area. We are at the leading edge in Scotland in terms of multi-agency partnership delivery of services through the integrated Community Health and Care Partnership which we have established together with the NHS. We also have a key leadership role through the local Community Planning Partnership, particularly in relation to supporting economic growth and employability.

I believe very much in setting goals and delivering on them. The implications of local population decline coupled to the extremely challenging economic environment and increasing expectations for high quality services mean that the Council needs to work with local communities and other partners to deliver an improved West Dunbartonshire for the people and the area. The strategic priorities set out here will be our focus for that work over the next five years. Our drive is to be a continuously improving Council that leads success. I look forward to reporting on our progress over the coming months and years.



Our Vision

A prosperous West Dunbartonshire recognised as a dynamic area within a successful Scotland.



Our Mission

To lead and deliver high quality services which are responsive to the needs of local citizens, and realise the aspirations of our communities.

Our Values

- **Ambition**
- **Confidence**
- **Honesty**
- **Innovation**
- **Efficiency**
- **Vibrancy**
- **Excellence**

Our Priorities

- Improve economic growth and employability.
- Improve life chances for children and young people.
- Improve care for and promote independence with older people.
- Improve local housing and environmentally sustainable infrastructure.
- Improve the wellbeing of communities and protect the welfare of vulnerable people.

Assuring Our Success Through

- Strong financial governance and sustainable budget management.
- Fit-for-purpose estate and facilities.
- Innovative use of Information Technology.
- Committed and dynamic workforce.
- Constructive partnership working and joined-up service delivery.
- Positive dialogue with local citizens and communities.



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