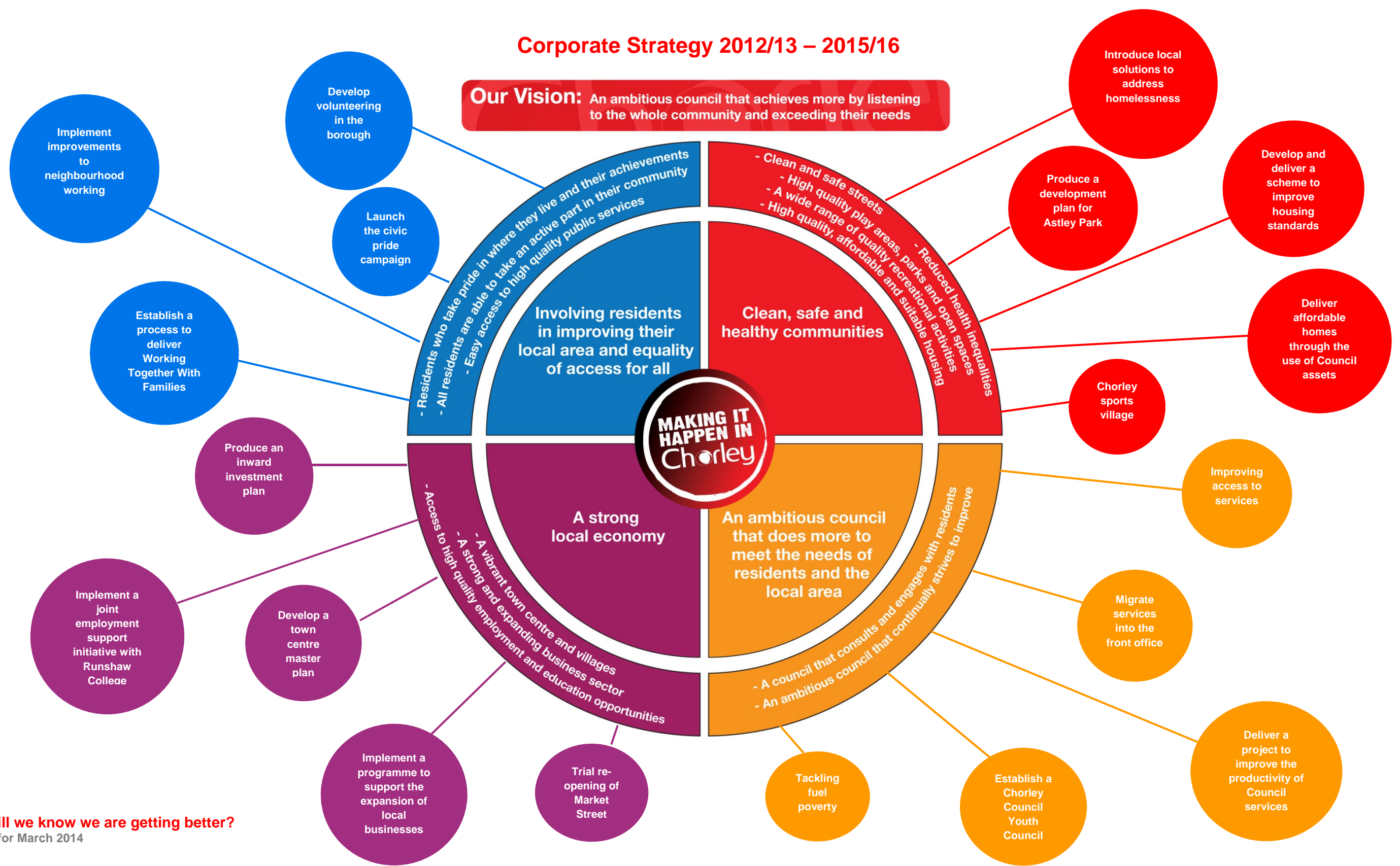


# Corporate Strategy 2012/13 – 2015/16

**Our Vision:** An ambitious council that achieves more by listening to the whole community and exceeding their needs



**How will we know we are getting better?**  
Targets for March 2014

- % of people satisfied with their neighbourhood as a place to live, Target: 85%
- % of people who regularly participate in volunteering, Target: 25%
- % of people who feel that they cannot influence decision making in their local area, Target: Less than 50%
- The number of SOA's in the worst 20%, Target: 8
- % of the population with NVQ level 3 and above, Target: 50%

- The number of town centre visits, Target: 37,500
- Average length of stay (town centre), Target: Baseline
- Median workplace earnings in the borough, Target: Better than the North West average
- Overall employment rate, Target: 80%
- Number of jobs created through targeted interventions, Target: Baseline
- Number of jobs created through inward investment, Target: Baseline
- Number of working age people on out of work benefits, Target: Better than national average
- The % of 16-18 year olds not in education, employment or training, Target: 5%
- Growth in business rate base, Target: 3% increase
- % of businesses ceasing to trade, Target: Better than the North West Average

- % of the population satisfied with street cleanliness, Target: 65%
- % of the population feeling safe during the day, Target: 90%
- % of the population feeling safe during the night, Target: 70%
- % of domestic violence detections, Target: 70%
- Number of visits to leisure centres, Target: 1,000,000
- Number of young people taking part in 'Get up and Go' activities, Target: 15,000
- % of the population satisfied with parks and open spaces, Target: 75%
- Number of affordable homes delivered, Target: 100
- Number of homelessness preventions and reliefs, Target: 200 per annum
- Number of long term empty properties in the borough, Target: Reduce to 240

- % of households living in fuel poverty, Target: Baseline
- % of residents satisfied with the way the council runs things, Target: 65%
- % of residents who feel that the Council provides value for money, Target: 55%
- % of customers dissatisfied with the service they have received from the council, Target: Less than 20%