

Corporate Aims:

To reinforce the culture, the Mission Statement "Improving North Wiltshire" was adopted and is used on all publicity material. The theme of Improving North Wiltshire is carried through into the Council's four Corporate Aims, which are;

1. To create a customer service culture by investing in and empowering those who serve the public.
2. To ensure high quality, cost effective services.
3. To enable the provision of responsive, accessible and fair services delivered with courtesy and care.
4. To safeguard and enhance the assets and resources of North Wiltshire and the wider community.

In supporting the Corporate Aims, nine management priorities have been agreed. These are crosscutting – and in many cases inter-dependent - management objectives, which underpin all the work the Council delivers and are highlighted below.

Business Planning

The Council has embarked on a three-year programme for introducing comprehensive business planning. The business plans set out the role each Business Area and each team within each Business Area has to play in the delivery of the Council's Corporate Aims and priorities, day to day service delivery, projects arising from community priorities and resource planning for the future. Business Planning allows us to focus on what we can achieve with current resources and to identify priorities,

improvements and future plans. The ultimate aim is to reach a point where the business planning process takes account of the needs and aspirations of the community, the political direction of the Council, the resources available and sets out clearly defined and achievable objectives and action plans.



Corporate Business Plan and Key Priorities:

This Corporate Business Plan brings together in one summary document, the key priorities for the Council for the next three years and the actions to address these aims for 2003/04.

These priorities, which fall into three separate areas, link to the corporate aims, and in part to the political vision (prior to May 2003). The Council should not deliver any service or undertake an action that is contrary to its aims and political vision.