

Improving Performance of the Local Economy and Tourism

Priority	Our Aim / Objective	This will be Achieved by:
<p>1. Providing support for new business starts, existing businesses and sectors to promote investment, innovation and competitiveness.</p>	<ul style="list-style-type: none"> • Increase the area's productivity and product diversity. • Provide support for a diverse range of business. • Create an attractive area that retains businesses and encourages inward investment. • Reduce the number of long term unemployed. • Maximise funding opportunities for business development, training and skills. • Increase housing and infrastructure which supports the development of local services and economic opportunities in the Council area. • Enhance the use of derelict, vacant and under used land and buildings. • Develop a close co-ordination of economic development with the planning system. • Increase business investment into the area. 	<ul style="list-style-type: none"> • Providing customised property availability for companies and potential investors. • Supporting 'My Future's in Falkirk' (MFiF) initiative and Falkirk Action Plan. • Supporting partnership working in line with 'Smart Successful Scotland'. • Supporting initiatives on town centre development with the Town Centre Management Company. • Maximising accessibility of sites and buildings for business and continuing the development of strategic sites. • Advancing development and investment opportunities. • Working with business to increase research and development for added value. • Establishing measures to assist development of social enterprise and traditional sectors. • Working with Business Gateway to promote high and medium growth businesses. • Ensuring the availability of appropriate land or sites for development in the area with priority on the redevelopment of brownfield sites. • Providing support to landowners to bring developments and sites to market. • Developing partnering/joint ventures with the private sector. • Developing initiatives to increase the quality and survival of local start-up

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		<p>companies.</p> <ul style="list-style-type: none"> • Enhancing economic competitiveness by growing enterprises in key sectors. • Maintaining the local company and employment base. • Co-ordinating economic and tourist development with other initiatives including transport, planning and regeneration.
<p>2. Promoting and marketing the area to attract new investment and raise our profile and image.</p>	<ul style="list-style-type: none"> • Create an area with a positive image which helps attracts investors. • Create a unique central location for business and tourism. • Create a mixed market strategy, which encompasses niche, quality and unique markets and products to promote to visitors, businesses and residents. 	<ul style="list-style-type: none"> • Developing an integrated marketing/communication strategy for economic regeneration and tourism linked to work on My Future's in Falkirk. • Developing a Falkirk area brand with a strong local identity. • Developing and co-ordinating tourism, heritage, and culture through integrated strategy development. • Promoting broadband access and virtual connections for business and the community.
<p>3. Raising the profile of the Falkirk Council area locally, nationally and internationally as a destination for cultural and leisure events and activities.</p>	<ul style="list-style-type: none"> • Create growth in the tourism sector and increase tourism and visitors to the area. • Improve our cultural status. • Increase the quality of events, promotion and marketing. • Increase initiatives which widen access and participation in culture and leisure. 	<ul style="list-style-type: none"> • Promoting the area as a distinctive tourist location. • Promoting and developing the area as a central location with Falkirk as the Gateway Town. • Improving tourism infrastructure and maximising resources for development. • Co-ordinating economic development with implementation of the Local Transport Strategy. • Supporting development of Local Community Plans.

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<p>4. Working to increase the number of people in jobs, particularly the young and the long-term unemployed.</p>	<ul style="list-style-type: none"> • Raise the aspiration of local people to achieve what they can in the labour market. • Increase local employment opportunities. • Match local people to jobs. • Increase the skill levels of current and future workforce. • Increase the opportunities for young people's training and employment. • Enhance the training provision for the long term unemployed. • Increase the number of skilled young people locating and working in the area. • Develop the knowledge-base of companies. • Develop an enterprise culture amongst young people. 	<ul style="list-style-type: none"> • Developing an integrated strategy for economic regeneration including training and skills development. • Supporting initiatives in line with the Welfare to Work agenda. • Targeting integrated work with the NEET Group (school leavers Not in Employment, Education or Training) through Learning Theme Group. • Developing the existing workforce, as part of the Growing Business Strategy. • Developing and updating the skills of the local community. • Developing initiatives to attract and retain young people to live and work in the area. • Establishing integrated programmes to link workforce skills to training and to local employment opportunities. • Establishing integrated measures to develop management skills of local businesses. • Integrating work with partners to deliver 'Determined to Succeed'. • Developing initiatives with Forth Valley College and industry on employment and skills development. • Maximising links between Forth Valley College and Universities. • Working with SME's for training and development investment.

Creating a Sustainable Local Environment and Improving Transport

Priority	Our Aim / Objective	This will be Achieved by:
1. Contributing to action addressing climate change.	<ul style="list-style-type: none"> • Reduce harmful emissions. • Improve air quality. • Address possible local impacts of climate change. 	<ul style="list-style-type: none"> • Improving energy efficiency in public buildings and new developments. • Enhancing flood defences at key locations including Bo'ness and Grangemouth. • Promoting renewable energy development projects and use. • Seeking to reduce harmful emissions from landfill, vehicles and industry.
2. Improving the approach to Waste Management	<ul style="list-style-type: none"> • Minimise the production of waste. • Reduce the amount of waste going to landfill. • Increase the recycling of waste. • Reuse materials from the waste stream where appropriate. • Contribute to the achievement of national targets on waste/recycling. 	<ul style="list-style-type: none"> • Producing an integrated waste management plan, with targets for waste minimisation and recycling. • Rolling out new kerbside recycling services to 90% of households. • Securing additional funding to support new initiatives on waste and recycling • Introducing a community/home composting scheme in partnership with Action Recycle, WRAP. • Expanding the number of recycling points and increasing the range of materials recycled at recycling centres. • Reducing the amount of waste generated by Council services.
3. Improving the quality of the built and natural environment.	<ul style="list-style-type: none"> • Enhance the quality and design of new built development. • Conserve and enhance the built heritage of the area. • Enhance green spaces and urban fringe areas close to communities. • Enhance the natural environment and promote biodiversity. 	<ul style="list-style-type: none"> • Promoting the use of sustainable construction and quality design principles in all major development projects. • Developing and implementing a new strategy for built heritage conservation, prioritising action in Conservation Areas and Listed Buildings. • Continuing the implementation of area specific environmental enhancement

Priority	Our Aim / Objective	This will be Achieved by:
	<ul style="list-style-type: none"> • Deal with areas of vacant and contaminated land. • Address community concerns over litter, illegal dumping and dog fouling. 	<p>initiatives including, Central Scotland Forrest Initiative, Falkirk Greenspace, Gateway sites and the Canal corridors.</p> <ul style="list-style-type: none"> • Developing a “Woodland around Towns” initiative, securing funding for enhanced woodland management and access. • Implementing Action Plans for priority habitats and species in partnership with the Falkirk Biodiversity Partnership. • Promoting the protection and enhancement of biodiversity within all new development. • Supporting community involvement in improving local environments including continuing support for Falkirk Environment Trust. • Implementing action to treat contaminated land, targeting priority sites and implementing policy on brownfield site development. • Implementing action on litter and illegal dumping through awareness raising, advice and enforcement measures.
<p>4. Promoting a safe and efficient multi-modal transport system that minimises impact on the environment.</p>	<ul style="list-style-type: none"> • Reduce accidents. • Promote the increased use of sustainable modes of transport. • Promote better integration between transport modes. • Enhance the accessibility of communities and improve mobility for all groups within the community. • Contribute to health improvement priorities by promoting walking and cycling as alternatives to car travel. 	<ul style="list-style-type: none"> • Improving the road network and related infrastructure in key areas. • Continuing implementation of traffic management measures including traffic calming. • Promoting green travel initiatives within the Council, partner agencies, the community and business including, green travel maps, safer routes to schools and green travel plans for schools and businesses.

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	<ul style="list-style-type: none"> • Increase opportunities for non motorised modes of travel improving access to the countryside and greenspaces. 	<ul style="list-style-type: none"> • Continuing support for bus services and infrastructure including bus priority measures. • Continuing to implement measures to improve access to railway stations including car parking. • Continuing to develop the local countryside path network improving access for all categories of users and providing information to the public on this initiative.
<p>5. Raising awareness of environmental issues and sustainable development within the community and with partners.</p>	<ul style="list-style-type: none"> • Increase community support for and involvement in environmental initiatives and actions. • Increase awareness among Council staff to support new in-house actions and initiatives. • Encourage increased partners support for action on the environment. 	<ul style="list-style-type: none"> • Improving the availability of environmental information via the Council/ partner websites and through publications and newsletters. • Presenting information at meetings of local groups/organisations. • Continuing curriculum linked awareness training in schools including extension of the ECO Schools programme to all primary schools. • Producing a bi-annual sustainability indicators report as a means of measuring and reporting on environmental conditions and sustainable development. • Organising awareness raising events focussed on key environmental topics.

Regenerating Our Communities

Priority	Our Aim / Objective	This will be Achieved by:
<p>1. Ensuring the provision of good quality and affordable housing to meet the needs of current and future residents and to improve access to permanent housing for homeless people and other vulnerable groups.</p>	<ul style="list-style-type: none"> • Increase the provision of affordable housing options to meet needs of local people, including those with specific needs. • Support vulnerable people in their own homes. • Ensure the Council’s core housing stock meets the Scottish Housing Quality Standard. 	<ul style="list-style-type: none"> • Demolishing specific low demand housing. • Refurbishing specific properties. • Building new affordable housing through partnerships with Registered Social Landlords. • Exploring the possibility of building public sector housing. • Implementing planned investment programmes.
<p>2. Improving the image and quality of the physical environment including our town centres.</p>	<ul style="list-style-type: none"> • Increase the % of residents viewing their community as a more attractive place to stay. • Improve town centres to be vibrant and sustainable. 	<ul style="list-style-type: none"> • Developing and improving our town centres by: <ul style="list-style-type: none"> ◊ improving shopping facilities; ◊ integrating our heritage with new developments; ◊ improving leisure facilities in our town centres; ◊ integrating “security by design” into new developments; and ◊ improving facilities for visitors.
<p>3. Tackling financial exclusion by increasing jobs, income and enterprise for all our citizens.</p>	<ul style="list-style-type: none"> • Reduce the number of economically inactive residents. • Increase the number of residents achieving SVQs at Level 2 and 3. • Increase the number of young people engaged in employment, training or post school education. 	<ul style="list-style-type: none"> • Implementing a range of programmes to reduce the number of young people who are not in education, employment or training. • Enhancing pre-employment support. • Increasing the number of residents undertaking transitional employment placements.
	<ul style="list-style-type: none"> • Reduce the number of low-income families and groups experiencing financial exclusion and multiple debts. • Reduce the number of households living with fuel poverty. 	<ul style="list-style-type: none"> • Enhancing support for debt advice and income maximisation. • Developing and implementing community benefits in procurement. • Providing advice on managing debt.

Priority	Our Aim / Objective	This will be Achieved by:
		<ul style="list-style-type: none"> • Continuing to improve the Council's housing stock through investment in insulation etc.
<p>4. Addressing the health inequalities which exist within our specific communities and the range of specific issues which affect health.</p>	<ul style="list-style-type: none"> • Increase the number of people exercising healthier food choices. • Increase the level of participation and access to safe opportunities for physical activity. • Reduce the number of smokers in Falkirk especially young women and women during pregnancy. • Improve mental health and wellbeing. • Increase the number of families receiving the range and level of substance misuse family support that they need. • Increase the prevention of substance misuse across priority areas (through increasing information and awareness of the effects of substance misuse). • Increase the number of young people receiving the range and level of support that they need on sexual health and mental wellbeing issues. 	<ul style="list-style-type: none"> • Developing physical activity initiatives to encourage people to become more active, more often. • Employing a food worker to provide dietary advice and encourage and support healthier diets. • Supporting the expansion of the Falkirk GP exercise referral initiative. • Increasing substance misuse family support services. • Improving information on sexual health. • Continuing to promote Hungry for Success.
<p>5. Raising educational attainment for our most disadvantaged young people through the development of skills, knowledge and positive attitudes to school and community based learning in order to increase participation in family, community, working and private life.</p>	<ul style="list-style-type: none"> • Improve attainment, engagement and personal development in identified pupils in priority areas including pupils facing complex issues in their lives. • Increase the capacity of young people to make effective transitions into adult life. 	<ul style="list-style-type: none"> • Delivering integrated pupil support for young people with identified social / emotional difficulties and behavioural issues. • Introducing a Skill Force programme for the public identified at a risk of underachievement or disengaged from school curriculum. • Providing additional support for pupils during their transition from primary to secondary school education.

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<p>6. Promoting personal and community development through participation in community based activities.</p>	<ul style="list-style-type: none"> • Ensure young people will have equal access to a full range of leisure / art / cultural and youthwork activities. • Address barriers to community participation addressed. 	<ul style="list-style-type: none"> • Further developing specific youth work initiatives in our communities. • Improving access to and promoting culture, art and leisure activities for all our communities. • Increasing the level of community capacity and development support. • Implementing an initiative to develop strong community networks including community groups and community activists within the priority communities.

Enabling our Citizens to Live Safely

Priority	Our Aim / Objective	This will be Achieved by:
<p>1. Improving crime reduction and community safety.</p>	<ul style="list-style-type: none"> • Reduce targeted types and levels of crime as follows: <ul style="list-style-type: none"> ◇ housebreaking; ◇ youth crime and offending; ◇ reducing accidental dwelling fire rate; ◇ reducing number of fire fatalities and dwelling fire casualty rates; ◇ tackling domestic abuse; ◇ tackling racial attacks and harassment; and ◇ improving accident prevention. 	<ul style="list-style-type: none"> • Achieving targets on priority crimes. • Targeting resources in line with available facts and intelligence. • Communicating with and informing the public on the main causes of accidental dwelling fires and how to prevent them. • Raising the awareness of domestic abuse. • Improving the support to victims of domestic abuse and to those who have suffered a racial attack or harassment. • Encouraging victims of domestic abuse and of racial attacks and harassment to report this. • Communicating with and informing the public on the main causes of accidents and how to prevent them.
<p>2. Tackling alcohol and drug related crime.</p>	<ul style="list-style-type: none"> • Reduce number of drugs, substance and alcohol misusers. 	<ul style="list-style-type: none"> • Improving the quality and access to drugs, substance and alcohol treatment and prevention services. • Improving the support for drugs, substance and alcohol misusers. • Raising awareness with the public on available drug, substance and alcohol services.
<p>3. Changing attitudes and modifying behaviour.</p>	<ul style="list-style-type: none"> • Reduce the number of fatalities and serious injuries as a result of road accidents. • Improve the awareness of the public on road safety issues. • Improve safety in design and maintenance of roads, property and the built environment. 	<ul style="list-style-type: none"> • Achieving target reductions. • Communicating with and informing the public on road safety issues. • Collaborating with partners to improve the safety in the design and maintenance of roads, property and the built environment. • Promoting Secured by Design principles

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	<ul style="list-style-type: none"> • Improve people's perceptions of the reality of crime and safety in their communities. • Reduce crime. • Improve personal safety. • Reduce anti-social behaviour. 	<p>in new build and major refurbishments.</p> <ul style="list-style-type: none"> • Providing information to local people on crime and safety in their area. • Targeting specific groups of people with information on safety. • Developing local action plans on crime and safety. • Increasing the number of intelligence-led police operations. • Developing and implementing community safety capital projects such as improved lighting. • Developing positive alternatives for young people.
4. Diverting people away from criminal activity and anti-social behaviour.	<ul style="list-style-type: none"> • Reduce neighbourhood nuisance. • Reduce youth issues. • Reduce incidences of vandalism and graffiti. • Reduce the number of deliberately caused primary and secondary fires. • Reduce the number of hoax 999 calls. 	<ul style="list-style-type: none"> • Implementing the Anti-Social Behaviour Strategy and the Regeneration Outcome Agreement and achieving targets. • Targeting youth diversionary funding to projects contributing to the attainment of objectives. • Communicating and educating the public. • Increasing the level of partnership with Police, Community Wardens and the Environmental Health and First Team. • Targeting support for Council Services dealing with noise complaints, graffiti removal, vandalism related repairs, litter, fly-tipping, abandoned vehicles and dog fouling.
5. Reducing the fear of crime.	<ul style="list-style-type: none"> • Improve public awareness on the fear of crime and actual levels of crime. • Increase support for the victims of crime. 	<ul style="list-style-type: none"> • Communicating with and informing the public on crime in the area. • Providing support for Victim Support services and ensuring that victims are

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	<ul style="list-style-type: none"> • Increase the safety within our town centres. 	<p>kept informed and made aware of the standards of service they can expect.</p> <ul style="list-style-type: none"> • Investing in the further upgrading of town centre CCTV.

Improving Health and Wellbeing

Priority	Our Aim / Objective	This will be Achieved by:
<p>1. Promoting healthy living within our communities.</p>	<ul style="list-style-type: none"> • Improve the health of all individuals living in our communities. • Increase the level of co-ordinated work by partners on health improvement delivery and initiatives. 	<ul style="list-style-type: none"> • Implementing the Joint Health Improvement Plan Action Plan through the Joint Health Improvement Group. • Linking a range of existing and new groups to co-ordinate day-to-day work to deliver the Improvement Plan's aims. • Co-ordinating the Joint Health Improvement Plan and health issues with other strategies and plans with health actions and targets.
<p>2. Co-ordinating Health and Social Care Services in relation to: Joint Future, Joint Commissioning, Integrated Mental Health Services, Integrated Learning Disability Services and Integrated Children's Services.</p>	<ul style="list-style-type: none"> • Create a more effective, efficient and co-ordinated services that are seamless and are not duplicated. 	<ul style="list-style-type: none"> • Continuing to improve joint management and planning arrangements between services and agencies. • Developing further arrangements for information sharing. • Further improving joint working on issues such as: <ul style="list-style-type: none"> ◇ child protection; ◇ hospital discharge; and ◇ child and adolescent mental health. • Ensuring our approach to joint working in our schools promotes better outcomes for children. • Implementing our Integrated Childcare Plan.
<p>3. Ensuring equity of access to health care services to all individuals living within the area including GP services, dental services, pharmacy and acute care services.</p>	<ul style="list-style-type: none"> • Improve the healthcare and advice to those living within the Council area who need it most. • Increase the co-ordinated action by all partners on access to services for all communities. 	<ul style="list-style-type: none"> • Continuing partnership working between NHS Forth Valley and Falkirk Council through implementing the Health Care Strategy and the Regeneration Outcome Agreement, including identifying and addressing the barriers preventing individuals and

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		<p>groups accessing services.</p> <ul style="list-style-type: none"> • Promoting the provision of services in areas they are needed most. • Considering innovative ways of ensuring equity of access to services.
<p>4. Improving the health of all our communities but prioritising those who have the poorest health.</p>	<ul style="list-style-type: none"> • Reduce inequalities in health in the Falkirk Council area. • Reduce standardised mortality rates in our most deprived communities. 	<ul style="list-style-type: none"> • Developing physical activity in our areas of greatest need. • Providing appropriate dietary advice to our communities. • Increasing the provision of smoking cessation services. • Further developing our GP referral services. • Improving access to dental services.
<p>5. Further developing the links between the Community Health Partnership and Health Theme Group to ensure effective delivery of quality services.</p>	<ul style="list-style-type: none"> • Improve efficient and effective management between health and other services. 	<ul style="list-style-type: none"> • Considering future links between the Community Health Partnership Committee and the Health Theme Group including associated remits. • Reviewing the management and delivery of health and social care services to ensure it meets the needs of individuals. • Aligning sports and leisure services more closely with our health improvement agenda.