

Aims and Objectives

Aims

Aims are broad statements that define the overall goals or intentions of a service. For example the aims of a flats recycling and food waste collection service may be to:

- Increase the local authority recycling rate
- Improve services for residents in flats
- Employ local people to deliver services

Objectives

Objectives are more precise statements that must be achieved in order to reach the aims. A number of objectives can support a single aim. For objectives to be effective they should be 'SMART'. This means:

- Specific - clearly defining them or giving definite outcomes
- Measurable - making them able to be assessed by quantity or amount
- Achievable - setting them with a realistic desired level of performance
- Relevant - including a direct reference to the matter in question
- Time bound - having a clear delivery date

Examples of SMART objectives are as follows:

- Assess 3,000 blocks of flats and recommend recycling solutions for each of them by December 2009
- Provide all flats with bring facilities for paper, glass, cans and cartons by March 2010
- Improve dry recycling performance to 100 kilograms per household (flat) per year by March 2011
- Consult with all caretakers about bring and door to door food waste collection schemes by March 2009

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