

27 November 2013

Dear Councillor

**COUNCIL - THURSDAY, 28TH NOVEMBER 2013**

I am now able to enclose, for consideration at the above meeting of the Council, the following report.

**Agenda No    Item**

7.     **Corporate Strategy 2013/14 - 2016/17 (Pages 37 - 40)**

To consider the attached report of the Conservative Group on their proposals for the Corporate Strategy.

Yours sincerely



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Chief Executive

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Report of	Meeting	Date
Leader of the Conservative Group / Deputy Leader of the Conservative Group	Council	28 November 2013

## CORPORATE STRATEGY DEVELOPMENT 2013

### PURPOSE OF REPORT

1. To present the Conservative Groups proposed Corporate Strategy alongside background information about how the Vision, Priorities and Objectives were developed.

<b>Confidential report</b> Please bold as appropriate	Yes	No
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### BACKGROUND

2. In readiness for the annual Policy Council meeting in November, the Conservative Group has undertaken work to identify their key priorities for the Borough and develop an alternative Corporate Strategy that can be used in debating the refresh of the Corporate Strategy and budget.
3. The discussions have been based on information and analysis in a big issues briefing note and a series of workshop sessions with the group. More information is given later in the report about the outputs of that development.
4. The strategy aims to add to the debate in the development and approval of the organisation's Corporate Strategy for 2013/14 to 2016/17 and the budget for 2014/15.

### DEVELOPING THE STRATEGY

5. The development of the Conservative Group's Corporate Strategy has been based on:
  - A '**Big Issues' Briefing Note**, which presented intelligence and analysis of the position of the organisation and Borough in terms of demographic change, population health information and resident satisfaction. In addition, it included information about the resourcing of the organisation and current performance.
  - **Workshop Sessions** which included members of the Conservative Group and wider local members. At these sessions, participants were asked to identify what is important in making Chorley a good place to live; what issues are most in need of improvement; and, where the Council should focus to improve Chorley.

6. At those sessions, some distinct themes emerged from the responses. They were:
- Transparency, trust and considered use of resources
  - Opportunities for all
  - Quality services and facilities
  - Economic development
7. These themes, and the more detailed information and feedback collected through these sessions have been used to draft a Corporate Strategy.

## PROPOSED CORPORATE STRATEGY

8. The Corporate Strategy proposed by the Conservative Group is attached as Appendix A. The strategy has a new vision, strategic priorities and objectives. These are set out in the strategy and below.

### Vision, Values and Priorities

9. The strategy sets the vision 'To make Chorley Borough a healthy and prosperous place to live, work and play'.
10. The vision is underpinned by core values, which the organisation would use in approaching all its work. The values are:
- Trust and Transparency
  - Valuing our Communities
  - Financial Performance
11. Four strategic priorities and associated objectives then support the vision, and will guide the organisation in delivering the strategy. They are:

#### Priority 1: Providing quality community services and facilities

- |                     |  |
|---------------------|--|
| Strategic objective | a. Effective delivery of services that meet the needs of residents   |
|                     | b. Provide services and facilities that promote health and wellbeing |

#### Priority 2: Providing opportunities for all Chorley residents

- |                     |   |
|---------------------|---|
| Strategic objective | a. Provide quality of access to housing, employment and education |
|                     | b. Treat all residents of the Borough equally                     |
|                     | c. Engage all age groups in shaping the Borough                   |

#### Priority 3: Development of the local economy

- |                     |   |
|---------------------|---|
| Strategic objective | a. Develop a strong Borough identity                                |
|                     | b. Create an attraction environment for business                    |
|                     | c. Provide help to local business' to create and sustain local jobs |

#### Priority 4: Optimising financial performance of the Council

- |                     |   |
|---------------------|---|
| Strategic objective | a. Continually improving the use of time and money          |
|                     | b. Drive value for money and success throughout the Council |
|                     | c. Reduce debt  |

**IMPLICATIONS OF REPORT**

12. This report has implications in the following areas and the relevant Directors' comments are included:

Finance		Customer Services	
Human Resources		Equality and Diversity	
Legal		Integrated Impact Assessment required?	
No significant implications in this area	✓	Policy and Communications	

**COMMENTS OF THE STATUTORY FINANCE OFFICER**

13. \*\*\*

**COMMENTS OF THE MONITORING OFFICER**

14. No comments

CLLR GREG MORGAN  
LEADER OF THE CONSERVATIVE GROUP

CLLR PAUL LEADBETTER  
DEPUTY LEADER OF THE CONSERVATIVE GROUP

There are no background papers to this report.

**Our Vision is to make Chorley Borough a Healthy and Prosperous Place to Live, Work and Play**

Our Core Values are:  
 Trust and Transparency | Valuing our Communities | Financial Performance

We will improve the quality of life throughout Chorley Borough through commitment to:

Strategic Priorities	Providing quality community services and facilities	Providing opportunities for all Chorley residents	Development of the local economy	Optimising financial performance of the council
Strategic Objectives	Effective delivery of services that meet the needs of residents  Provide services and facilities that promote health and wellbeing	Provide equality of access to housing, employment and education  Treat all residents of the Borough equally  Engage all age groups in shaping the Borough	Develop a strong Borough identity Create an attractive environment for business  Provide help to local businesses to create and sustain local jobs	Continually improving the use of time and money  Drive value for money and success throughout the Council  Reduce debt
Strategic Actions	Provide support to community groups and volunteers to ensure continuity  Support and encourage resident participation and ownership in local projects	Develop a rural enterprise team  Develop a housing strategy with links to leisure and employment	Design and develop a borough wide "shop local" campaign  Optimise the town centre offering to match market needs	Encourage private enterprise investment  Minimise the amount Chorley residents spend on Council Tax

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