

## Council

Tuesday, 16th November 2021, 6.30 pm  
Council Chamber, Town Hall, Chorley and YouTube

I am now able to enclose, for consideration at the above meeting of the Council, the following reports that were unavailable when the agenda was published.

<b>Agenda No</b>	<b>Item</b>	
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5, a	<b>Conservative Group Alternative Corporate Strategy 2021/22</b>	(Pages 225 - 232)
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Gary Hall  
Chief Executive

Electronic agendas sent to Members of the Council

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Report of	Meeting	Date
Leader of the Conservative Group / Deputy Leader of the Conservative Group	Council	Tuesday, 16 November 2021

### **Conservative Group Alternative Corporate Strategy 2021/22**

Is this report confidential?	No
Is this decision key?	No

#### **Purpose of the Report**

1. To present the Conservative Group's proposed Alternative Corporate Strategy for 2021/22.

#### **Recommendations to Council**

2. That the alternative strategy is noted alongside the Corporate Strategy for 2021/22.

#### **Reasons for recommendations**

3. To ensure that robust consideration is given to the alternative strategic options when deliberating and approving the Corporate Strategy for 2021/22.

#### **Other options considered and rejected**

4. The alternative strategy will be presented in conjunction with the proposed Corporate Strategy to ensure all options for the Council's strategic future are given sufficient consideration.

#### **Corporate priorities**

5. The report relates to the following corporate priorities:

Involving residents in improving their local area and equality of access for all	<b>X</b>	A strong local economy	<b>X</b>
Clean, safe and healthy communities	<b>X</b>	An ambitious council that does more to meet the needs of residents and the local area	<b>X</b>

### **Background to the report**

6. The Labour Group are to present the Corporate Strategy for 2021/22 – 2023/24 which provides a clear statement of what the Council aims to achieve over the next three years, setting out the Council's vision, priorities, and long-term outcomes.
7. Alongside this, an Alternative Corporate Strategy is developed by the opposition. This is to ensure that sufficient consideration is given to the alternative strategic priorities and objectives, whilst also providing the opposition an opportunity to present their vision for Chorley if elected. The opposition is currently composed of the Conservative Group.
8. 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.

### **Alternative Corporate Strategy 2021/22**

#### Summary

9. The Alternative Corporate Strategy for 2021/22 which sets out the primary focus on a strong and healthy recovery from the pandemic in order to support residents, communities, businesses, and partners. It also presents their overarching strategic vision for Chorley, which includes:

*“Your Chorley... where everyone matters. To go beyond the statutory duty expected of a Borough Council, helping to make Chorley the best place to live, work, and prosper”.*

10. The strategy aims to create a place which is a safe and thriving place to live, work, shop, learn, play, invest, and visit for all of Chorley's residents. There are five strategic priorities and five core values and behaviours which underpin this vision.
11. The Corporate Strategy proposed by the Conservative Group is attached as Appendix A.

#### Priorities and values

12. The five strategic priority areas include:
  - Delivering the best services;
  - Community wellbeing and the vulnerable;
  - Protecting the environment;
  - Growing our economy;
  - Sustainable homes for all.
13. The strategy also establishes a set of values and behaviours. These underline the ethos of the Conservative Group if given the opportunity to deliver on their priorities:
  - Excellence: working together to provide the best services possible.
  - Innovative: aspiring and leading in all we do.

- Value for money: combining cost, quality, and sustainable to meet residents' requirements.
- Accountable: willingness to accept responsibility.
- Respect: treating people fairly and being open and honest whilst leading by example.

**Climate change and air quality**

14. The Alternative Corporate Strategy for 2021/22 includes the strategic priority to protect the environment. This seeks to contribute to the Council's sustainability targets by ensuring we take a lead on environmental improvement schemes and renewable energy initiatives. This is in addition to encouraging and promoting sustainable travel and uptake of electric vehicles.

**Equality and diversity**

15. Under the strategic priority of community wellbeing and the vulnerable includes the commitment to challenge and address local issues of race and inequality to provide opportunity for all. This would further our commitments to the Public Sector Equality Duty, as set out in the Equality Act 2010.

**Risk**

16. No risks have been considered. This is because the Alternative Corporate Strategy will not be implemented in 2021/22 and is designed to ensure that sufficient deliberation is given with the approval of the Corporate Strategy and allow the opposition to present their alternative vision for Chorley.

**Comments of the Statutory Finance Officer**

17. No comment.

**Comments of the Monitoring Officer**

18. No comment.

**Background documents**

19. There are no background papers to this report.

**Appendices**

20. This report includes the following appendices:
- Appendix A – Alternative Corporate Strategy 2021/22

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# Our Plan 2022 to 2024

An Alternative Corporate Strategy for Chorley



# Our Priorities

Our primary focus, both for the next year and beyond, is on a strong and healthy recovery from the pandemic for our residents, communities, businesses, partnerships, and staff.

Our five priority areas set out the framework for how we work towards the vision and achieve our goal of a Chorley, which is a safe and thriving place to live, work, shop, learn, play, invest, and visit.

*“Your Chorley .... Where everyone matters”. To go beyond the statutory duty expected of a Borough Council helping to make Chorley the best place to live, work, visit, and prosper.*



## PRIORITY ONE: DELIVERING THE BEST SERVICES

- To provide services that are effective, efficient, and appropriate to local circumstances whether in our rural or town centre areas.
- To provide “value for money” to our residents and business.
- To scope out opportunities for partnership and outsource working to help deliver better services.
- To encourage council staff and service leads to return to the office to head up face to face working and collaboration within officer teams and external providers.
- To prioritise those services that affect the most of us, from housing and waste collections to clean streets and maintaining safe play areas.



## PRIORITY TWO: COMMUNITY WELLBEING AND THE VULNERABLE

- Raising awareness of social isolation and loneliness within our communities to provide support to individuals and organisations.
- Work with our close partners to develop a detailed understanding of the current and future mental health needs of residents.
- Challenge and address our local issues of race and inequality to provide opportunity for all.
- Ensure children of all ages and abilities have access to the best education, nursery provision, schools, and colleges, receiving the best start in life, going on to gain important skills.
- Strengthen links with local care providers within the public and private sectors to gain a better understanding of how we can support the elderly and vulnerable.



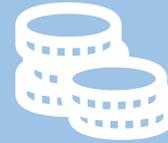
## PRIORITY THREE: PROTECTING THE ENVIRONMENT

- Taking the lead on environmental improvement schemes and renewable energy initiatives.
- Collaborate with businesses and communities on decarbonisation projects, climate change resilience and recycling.
- Encourage and promote the take up of electric vehicles as a greener alternative to petrol and diesel transport.
- We will become a more agile organisation, with the council choosing to work in a way that benefits the environment and helps to reduce its own carbon emissions and footprint.
- Support healthy and sustainable travel options, particularly for short local trips, through the delivery of a borough wide Walking and Cycling Strategy.



## PRIORITY FOUR: SUSTAINABLE HOMES FOR ALL

- Establish a register of previously developed land or empty agricultural and commercial sites within the borough that may be appropriate for small scale, sustainable residential development.
- Encourage communities to take control of future developments within their areas by supporting Neighbourhood Plans and community awareness.
- To protect our areas of Greenbelt, greenfield and open spaces from unsustainable and irreversible development.
- To incentivise and promote town centre living schemes to establishing a sustainable daytime and night-time economy.
- Encourage landowners and developers to provide much needed affordable homes.



## PRIORITY FIVE: GROWING OUR ECONOMY

- Attracting inward investment by establishing a dedicated officer led team to promote Chorley as a world class business location.
- Strengthen the rural economy by supporting agriculture, farming diversification, and sustainable tourism.
- To promote a “Better Jobs for Better Pay” understanding with local and regional employers, to retain our young people, helping them grow and achieve.
- Collaborate with our neighbouring Borough Councils to form an Economic Prosperity Board with a robust, formally constituted arrangement that will help shape and drive economic development.
- Establish and lead a “Peer to Peer” business support network encouraging likeminded business leaders to share brilliant ideas, best practice and learn from one another.



# Our Values

Our Values and Behaviours support the council's vision, ***“Your Chorley ... Where everyone matters”*** and help guide how we work with each other, with our partners, residents and communities to achieve Our Vision.



## Excellence

We will work together to provide the best services possible.

## Innovation

We will aspire and lead in all we do.

## Value for Money

We will combine cost, quality, and sustainability to meet our residents' requirements.

## Accountable

We will have a willingness to accept responsibility.

## Respect

We will treat people fairly, we are open, honest and lead by example.



We will be a ***“Seriously Different Council”*** by providing the highest quality statutory services that our residents and businesses expect, at a price people can afford, whilst going beyond the traditional remit of a Borough Council