

8 December 2011

Dear Councillor

**OVERVIEW AND SCRUTINY COMMITTEE - MONDAY, 12TH DECEMBER 2011**

I am now able to enclose, for consideration at the above meeting of the Overview and Scrutiny Committee, the following reports that were unavailable when the agenda was printed.

Please also find enclosed an amended Business Plan Monitoring Statement report for the People and Places Directorate and an amended Scoping document for the Tourism and Promoting Chorley Task and Finish Group.

**Agenda No    Item**

7.    **Business Plan Monitoring Statements**

a)    Transformation Directorate (Pages 57 - 64)

Report of the Chief Executive (enclosed)

c)    People and Places (Pages 65 - 72)

Report of the Director of People and Places (enclosed)

9.    **Bus Information displays at Chorley Interchange** (Pages 73 - 74)

Copy of response letter from Lancashire County Council (enclosed)

13.   **Reports from the Task and Finish Groups** (Pages 75 - 76)

**Tourism and Promoting Chorley Task and Finish Group**

To consider for approval the enclosed scoping of the review and to receive a verbal update on the inquiry from the Chair, Councillor Peter Wilson.

Yours sincerely



Gary Hall  
Chief Executive

Dianne Scambler  
Democratic and Member Services Officer  
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આ માહિતીનો અનુવાદ આપની પોતાની ભાષામાં કરી શકાય છે. આ સેવા સરળતાથી મેળવવા માટે કૃપા કરી, આ નંબર પર ફોન કરો: 01257 515822

ان معلومات کا ترجمہ آپکی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون کیجئے: 01257 515823



Report of	Meeting	Date
Chief Executive	Overview & Scrutiny Committee	12 December 11

## **TRANSFORMATION DIRECTORATE BUSINESS IMPROVEMENT PLAN – 1 APRIL – 30 SEPTEMBER 2012**

### **PURPOSE OF REPORT**

1. To report progress against the key actions and performance indicators contained in the Business Improvement Plan for the Transformation Directorate covering the first half of 2011/2012 (1 April – 30 September).

### **RECOMMENDATION(S)**

2. That the report be noted.

### **EXECUTIVE SUMMARY OF REPORT**

3. The report provides evidence that good progress is being made in all areas within the Directorate. Key projects and the budget are on track. Predominantly, the key indicators are also being achieved, but action has been necessary to correct a deterioration in performance on creditor payments during the first quarter of the year caused by the introduction of the new financial system.

<b>Confidential report</b> Please bold as appropriate	Yes	No
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### **CORPORATE PRIORITIES**

4. This report relates to the following Strategic Objectives:

Strong Family Support		Education and Jobs	
Being Healthy		Pride in Quality Homes and Clean Neighbourhoods	
Safe Respectful Communities		Quality Community Services and Spaces	
Vibrant Local Economy		Thriving Town Centre, Local Attractions and Villages	
A Council that is a consistently Top Performing Organisation and Delivers Excellent Value for Money			√

### **BACKGROUND**

5. The Director's Business Improvement Plan contains a series of key actions that set out the main improvement actions that will be undertaken in the year. Each key action is split into key milestones so that improvement can be monitored. This report gives an overview of

the delivery of the business improvement plan for the first half of this financial year, including the delivery of key actions and the performance of key indicators.

### NOTEABLE ACHIEVEMENTS

6. In terms of the business improvement plan and the actions that have been completed by September, the following statements summarise the position:
  - The local and Parish elections were delivered successfully and the relevant actions in relation to the canvass are on track
  - The member development programme continues to be delivered
  - The roll out of the Council's refreshed ICT infrastructure was completed
  - The new customer relationship management system went live
  - A new printing solution has been implemented
  - The new shared financial system with South Ribble Council was implemented
  - A new electronic tendering system has been implemented
  - Phase 1 of the total alcohol project was achieved
  - The Picnic in the Park with the Royal British Legion was delivered successfully
  - Further reporting of the Chorley Partnership arrangements has been implemented
  - The Council's accounts have been signed-off by the Audit Commission and given a clean bill of health
7. Most of the above are enablers of changes and improvements and further work, particularly around the implementation of new technology, has absorbed a significant amount of time and resource during the period, which is ongoing and is to:
  - rationalise and merge various business information systems to eliminate duplication and save money;
  - refresh the Council's website and intranet;
  - develop the staff at the Council to be more effective and efficient through the organisational development and training programme.
8. It is fair to say that in relation to the transformation of the Council's information technology, progress has been a little slower than we had anticipated. We have taken the view that as all the work we are doing is to improve and enhance the products and their replacement date is not critical, that spending further time to refine and implement products that enhance our ability to manage information and workflow is the right thing to do. That said all the projects are still on track to be delivered in the second half of the year.
9. In terms of the other key projects covered in the plan, an update is set out below:
  - A report on the next phase of the potential sharing of services with South Ribble Borough Council will be presented at the Executive Cabinet in December.
  - A number of services have migrated to the Contact Centre, including Licensing and Parking services. In addition, the Inland Revenue now work out of the Contact Centre and Lancashire County Council have a permanent presence offering services to residents.
  - Work is well advanced in terms of preparation for the 2012/13 budget and a number of examples of that have been presented to various Executive Cabinets recently.
  - The accommodation review, enhanced by the work of the Overview and Scrutiny Committee, is complete and actions to implement the recommendations are in hand
  - The Buckshaw Community Governance review is also underway.

**SERVICE LEVEL BUDGET MONITORING 2011/12****10. TRANSFORMATION DIRECTORATE**

<b>SEPTEMBER 2011</b>	<b>£'000</b>	<b>£'000</b>
<b>ORIGINAL CASH BUDGET</b>		<b>5,074</b>
Add Adjustments for In year cash movements		
<u>Virements to/from other Services:</u>		
Transfer budget for Flare Software from Neighbourhoods		13
Revenue Financing of IT Capital Projects		(39)
Transfer from Planning for new IT systems		20
Use of Liberata Pass-Through Maintenance Budget in 2011/12		(8)
<u>Use of Earmarked Reserves:</u>		
Slippage from 2010/11		119
Committed Items from 2010/11		25
Reserve for Maternity Cover		7
Buildings Maintenance Fund		68
		<hr/>
<b>ADJUSTED CASH BUDGET</b>		<b>5,279</b>
Less Corporate Savings:		
- Staffing		(190)
		<hr/>
<b>CURRENT CASH BUDGET</b>		<b>5,089</b>
<b>FORECAST</b>		
<b>EXPENDITURE</b>		
Staffing	(64)	
ERVS	14	
Members Allowances/Expenses	(4)	
Other Member related costs	(7)	
Mayoral Hospitality/Other Costs	(3)	
Non Domestic Rates	7	
Utilities	(5)	
General Subscriptions	14	
Bank charges/Allpay charges	(7)	
External Audit Fees	(20)	
Liberata Property Services Contract	(7)	
Assurance Services	(11)	
Computer Equipment/Software-Maintenance	8	
Computer Equipment - Security	5	
Consultants` Fees (Insurance Brokerage)	(3)	
Legal Fees	8	
Refuse Collection	3	
Recruitment Advertising	(14)	
Other Minor Variances	(9)	
<b>Expenditure under (-) or over (+) current cash budget</b>		<hr/> <b>(95)</b>

**INCOME**

Team Lancashire Funding	(5)	
Shared Computer Software-Licence/Maintenance with SRBC	(10)	
Shared Financial Services recharge to SRBC	8	
Summons/Committal costs recovered	29	
Street Naming and Numbering	(8)	
Rental Income	21	
Legal/Surveyors Fees	(9)	
Lancastrian Hire	2	
Other Minor Variances	7	
<b>Income under (+)/ over (-) achieved</b>		<b>35</b>
<b>TOTAL VARIANCES 2011/12</b>		<b>(60)</b>
<b>FORECAST CASH OUTTURN 2011/12</b>		<b>5,029</b>

11. The Directorate is on track to deliver its services within the cash budget allocated for 2011/12.

**PERFORMANCE INDICATORS**

12. The delivery of the Business Improvement Plan is monitored through key national, corporate and local indicators. The table below shows the latest performance in the indicators that can be reported at this point in the year:

Indicator Name	Target	Performance as at 30 Sept	Notes
<b>Customer, Transactional and ICT</b>			
The level of avoidable contact	20%	12.9%	Better than target
% of customers satisfied with the way they were treated by the Council	80%	93.6%	Better than target
Abandon call rate	5.5%	7.6%	Worse than target
Number of Corporate Service complaints (baseline)	Baseline	-	Worse than target
No days it takes to process new HB and CTB claims and change events	10 days	9 days	Better than target
Average time to process new claims	17 days	16.78 days	Better than target
Average time to process change events	6.80 days	7.87 days	Worse than target

% correspondence dealt with in 7 working days.	90%	Benefits 90.26% Revenues 75.83%	Better than target Worse than target
Council Tax collected	98.75% YTD 57.70%	57.22%	Worse than target but within threshold
NNDR collected	99.15% YTD 62.28%	60.65%	Worse than target but within threshold
Network availability	99.7%	99.97%	Better than target
Server availability	99.7%	99.91%	Better than target
<b>HR and OD</b>			
Number of FTE days lost per year through sickness absence	6.9 days YTD 3.45 days	2.39 days	Better than target
Number of FTE days lost through short term sickness absence	2.58 days YTD 1.29 days	1.3 days	Worse than target but within threshold
Percentage of staff who receive (at least) an annual face to face performance appraisal	100%	100%	Target achieved
Satisfaction with relevance of organisational development sessions	91%	89.3%	Worse than target but within threshold
Percentage of employees who consider themselves to have a disability	4%	3.63%	Worse than target
Percentage of Black and Minority Ethnic (BME) employees in the workforce	3.68%	3.93%	Better than target
<b>Financial Shared Services</b>			
Achieve a balanced budget over the MTFS period		Annual	
Customer Satisfaction with Financial services	90%	Annual	
Over/Underspends within 1% of manageable/cash revenue budget at year end	1.0%	Annual	
Achievement of Prudential Indicators	100% compliance	100%	Better than target
Investment performance	Outperform LIBOR rate by 10%	Annual	
% of undisputed invoices for (all services) processed within 30, 22, 10 days	30 days 97.75% 22 days 85% 10 days 50%	79.77% 71.58% 45.75%	Worse than target
<b>Governance</b>			
Member satisfaction with Democratic Services	80%	Annual	

Number of Members attending at least one member learning session	40 (Annual Target) YTD 20	31	Better than target
% members with a PDP	95%	Annual	
% members receiving induction training within 1 month of election	100%	100%	Better than target
Licensing decisions produced and signed by the Chair within 3 working days	95%	100%	Better than target
% minutes issued within 2 weeks	95%	100%	Better than target
% electoral canvass forms returned	90%	91.9% (as at 30/11/11)	Better than target
% turnout for local elections	46%	44.35%	Worse than target but within threshold
% legal files opened within 5 days	80%	100%	Better than target
% first draft S106 agreement produced with 4 weeks of receipt	70%	100%	Better than target
Time spent on Mayoral events Mayoral attendance per annum	1 FTE's (1580 hr) YTD 790 hours	334.75 hours	Better than target
% staff satisfied with office cleaning service	85%	Annual	
Co-emissions from local authority operations	5% reduction by March 2012	Annual	
<b>Corporate Health</b>			
Number of FTE days lost through sickness absence in Transformation	6.9 days YTD 4.6 days	2.75 days	Better than target
Number of FTE days lost through short term sickness absence in Transformation	2.59 days YTD 1.72 days	1.00 days	Better than target
% of undisputed Transformation invoices processed within 30 days	97.75%	83.6%	Worse than target

13. The overall position in relation to performance is a positive one, with many of the indicators either better than or on track in terms of the targets set. I would however draw members' attention to two indicators that are currently not performing as well as I would like. These are in relation to creditor performance and Council Tax recovery.
14. The introduction of the new financial system caused performance to drop in the first quarter of the year. Action taken subsequently means that current performance is in line with the target of 97.75% of invoices paid within 30 days. As performance has improved, we are moving closer to the current target month by month.
15. In respect of Council Tax collected we are approximately 0.5% down on target. Whilst this is not significant in terms of Chorley Council, we have instigated a set of actions to try and boost recovery so that our previous good performance is maintained. Examples of the



work done include more personal contact with individuals and allowing payments of arrears over slightly longer periods.

**IMPLICATIONS OF REPORT**

16. 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	

GARY HALL  
CHIEF EXECUTIVE

There are no background papers to this report.

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<b>Report Author</b>	<b>Ext</b>	<b>Date</b>	<b>Doc ID</b>
Gary Hall	5104	7 December 2011	BusImprovementPlan

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Report of	Meeting	Date
Director of People and Places	Overview and Scrutiny Committee	12 December 2011

**PEOPLE AND PLACES DIRECTORATE BUSINESS IMPROVEMENT PLAN DELIVERY 1 APRIL- 30 SEPTEMBER 2012**

**PURPOSE OF REPORT**

- To report progress against the key actions and performance indicators contained in the Business Improvement Plan for the People and Places Directorate covering the first half of 2011/2012 (1 April to 30 September).

**RECOMMENDATION(S)**

- That the report be noted.

**EXECUTIVE SUMMARY OF REPORT**

- The report provides evidence that good progress is being made in all areas within the Directorate. Key projects, the budget and performance indicators are all broadly on track.

<b>Confidential report</b> Please bold as appropriate	Yes	<b>No</b>
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**CORPORATE PRIORITIES**

- This report relates to the following Strategic Objectives:

Strong Family Support	✓	Education and Jobs	✓
Being Healthy	✓	Pride in Quality Homes and Clean Neighbourhoods	✓
Safe Respectful Communities	✓	Quality Community Services and Spaces	✓
Vibrant Local Economy	✓	Thriving Town Centre, Local Attractions and Villages	✓
A Council that is a consistently Top Performing Organisation and Delivers Excellent Value for Money			✓

**BACKGROUND**

- The Directorate’s business improvement plan contains a series of key actions that set out the main improvement actions that will be undertaken during the year. Each key action is split into key milestones so that implementation can be monitored. This report gives an overview of the delivery of the business improvement plan for the first half of this financial year, including the delivery of key actions and the performance of key indicators.

**NOTABLE ACHIEVEMENTS**

6. Notable achievements not contained within the Business Plan for the period are:
- The Council were successful in being gaining a 'Golden Paws' award from the RSPCA for their work with stray animals.
  - The Council were awarded the North West in Bloom Best Town Centre Award 2011 and also the Silver Gilt for the Best Small City / Large Town category.
  - We have published a toolkit for officers and partners to assist in tackling anti social behaviour issues.
  - A new round of neighbourhood projects has been commenced with the introduction of an 'Expressions of Interest' methodology for determining Member projects that benefit neighbourhood communities and bring in partner and community base resources to deliver them.
  - We have successfully launched a new service to local business that provides help and support to promote physical activity in the workplace.
  - The Sports Development and Play Activity Team have been successful in gaining the 'Inspire Mark' for its Active Generation 'Raising the Bar' project.
  - Provision of a new play are at Yarrow Valley Country Park.
  - Successfully installed 6 new car park pay and display ticket machines in the Flat Iron Car Park.

**KEY ACTIONS DELIVERED ON SCHEDULE**

7. The following key actions have been delivered in accordance with the Directorate Business Plan or are on schedule to be delivered:
- 7.1 Food waste recycling for properties who have a garden waste bin: A report was approved by Executive Cabinet in November 2011. The scheme will be rolled out in the Spring of 2012.
- 7.2 Deliver the Lex s106 open spaces scheme: This is scheduled to be completed by May 2012. Discussions have taken place with the school regarding allotments. Likewise, discussions are ongoing with ward councillors prior to consultation with local residents.
- 7.3 Deliver the allotment project: The allotments project will now extend into 2012/13. Two sites at Manor Road and Rangletts Recreation Ground are being taken forward for development of new allotments. The Common has been deferred pending while other sites are identified.
- 7.4 Delivery of the S106 Play and Recreation Fund: The four Chorley Council schemes have all been completed. They are Buttermere Bay areas surfacing, Brinscall play area, Astley Park Queens Road entrance improvements and the Chorley Cemetery wetlands scheme.
- 7.5 Review Waste contract, Indoor Leisure Contract, public convenience cleaning contract: This work is ongoing. Savings from the Waste Contract were reported to Executive Cabinet in November 2011, they total £135,000 for 2012/13.
- 7.6 Review approach to grounds maintenance and street cleansing: We've started the initial review work for grounds maintenance and street cleansing. This will now form part of a broader modernisation of Streetscene project that will be completed by March 2012.
- 7.7 Eaves Green Play Development: Consultation has commenced with local residents and ward councillors.

- 7.8 Leisure Centre/Swimming Pool Refurbishment: This project covers the repairs and maintenance of All Seasons, Clayton Green and Brinscall Pool. A schedule of works has been approved and being implemented. Notably, this includes the replacement of the four filters at All Seasons, without any pool closures.
- 7.9 Transfer community assets into community management: In the period covered by this report, Chisnell Playing Fields have transferred to Chorley Panthers Rugby league Club.
- 7.10 Complete an audit of all sports pitches within the Borough: This work is currently underway and will be completed by March 2011/12.
- 7.11 Review Local indicator set: We have undertaken a review of indicators used to measure service performance. The review was supported by colleagues in the Policy and Performance team and new indicators will be proposed for the 2012/13 Business Plan.
- 7.12 Implement the Community Safety Plan: The community safety strategic assessment was approved by the Community Safety Partnership in April 2011 and a comprehensive action plan drafted which is now being delivered throughout this financial year.
- 7.13 Food Hazard Rating System Implementation We have successfully launched the Food Hazard Rating Scheme which provides public access to online information about food businesses in Chorley
- 7.14 Assessment and delivery of risk analysis system for private water supplies: The Council's statutory responsibility with regard to private water supplies has been met with an initial identification of sites (households) served by a private supply. The risk assessments are due for completion by March 2012
- 7.15 Carry out risk assessment of street scene assets: This work is underway and scheduled for completion by March 2012.
- 7.16 Review overtime arrangements: Work has started on this. It will form part of the Streetscene Modernisation Project and be completed by March 2012, as planned.
- 7.17 Improve public realm working arrangements with LCC: Operational arrangements have been reviewed and improved. This has resulted in improvements and 'day to day' consultation and planning. Recommendations for improved enforcement arrangements and grass cutting in the outer core will be considered by the Executive in the near future.
- 7.18 Deliver Smart response project: The project is up and running and being delivered.

**SERVICE LEVEL BUDGET MONITORING 2011/12****8. PEOPLE & PLACES DIRECTORATE**

<b>SEPTEMBER 2011</b>	<b>£'000</b>	<b>£'000</b>
<b>ORIGINAL CASH BUDGET</b>		<b>5,998</b>
Add Adjustments for In year cash movements		
<u>Virements to/from other Services:</u>		
Transfer budget for Flare Software to Transformation		(13)
Transfer from Capital in respect of Coppull Leisure Centre.		50
Christmas Lights budget to Economic Development		(20)
Use of Liberata Pass-Through Maintenance Budget in 2011/12		8
 <u>Use of Earmarked Reserves:</u>		
Approved Slippage from 2010/11		21
Neighbourhood Working		108
Neighbourhoods reserve for Allotments		39
Reserve for Maternity Cover		4
PCT contribution to Partnership Projects		20
Provision for additional RPIX increase on 2011/12 Waste Contract.		17
Committed Items from 2010/11		17
		<hr/>
<b>ADJUSTED CASH BUDGET</b>		<b>6,250</b>
Less Corporate Savings:		
- Staffing		(99)
		<hr/>
<b>CURRENT CASH BUDGET</b>		<b>6,151</b>
 <b>FORECAST</b>		
<b>EXPENDITURE</b>		
Staffing		(16)
Professional Fees - Curator	15	(23)
Public Conveniences - cleaning contract overpayment		(20)
Public Conveniences - reduction in contract		(13)
Streetscene - Dog Waste Service		(9)
Leasing of Plant		(10)
Indoor Leisure Contract	55	(31)
Depot Skips		(6)
Leasing/Hire of Vehicles		(9)
Car Allowances	5	(6)
Business Rates		(6)
Other	9	(6)
<b>Expenditure under (-) or over (+) current cash budget</b>		<hr/> <b>(45)</b>
 <b>INCOME</b>		
Duxbury Golf Course - land Rent		(7)
LCC Cost Share		(52)
Parking Enforcement		(15)

Parking Fees/Permits	17	
LCC SLA agreement		(4)
Other		(3)
<b>Income under (+)/ over (-) achieved</b>	<hr/>	<b>(64)</b>
<b>TOTAL VARIANCES 2011/12</b>		<hr/> <b>(109)</b> <hr/>
<b>FORECAST CASH OUTTURN 2011/12</b>		<hr/> <b>6,042</b> <hr/>

**PERFORMANCE INDICATORS**

9. The delivery of the business improvement plan is monitored through key national, corporate and local indicators. The table below shows the latest performance in the indicators that can be reported at this point in the year.

Indicator Name	Target	Performance as at 30 September	Notes
Street and environmental cleanliness - litter	4.60	1.34	Exceeding target
Street and environmental cleanliness - detritus	6%	4.35%	Exceeding target
Street and environmental cleanliness - graffiti	1.5%	0.67%	Exceeding target
Street and environmental cleanliness – flyposting	1%	0%	Exceeding target
% pass rate of underage alcohol sales on 2nd test	100%	100%	Exceeding target
Serious acquisitive crime (NI 16)	3.3111per 1,000	3.27per 1,000	Exceeding target
Assault with injury crime rate (NI 20)	2.9198per 1,000	2.97per 1,000	Below target but within 5% tolerance
% flytipping removed within 2WD	75%	88.97%	Exceeding target
% Racist/Offensive graffiti removed within 2WD	97%	100%	Exceeding target
% Graffiti removed within 28WD	95%	100%	Exceeding target
Abandoned vehicles – investigation within 24 hours	100%	100%	Exceeding target
Abandoned vehicles – removal within 24 hours	85%	100%	Exceeding target
Food establishments in the area which are broadly compliant with food hygiene law	95%	95.24%	Exceeding target
Satisfaction of businesses with local authority regulation services (NI 182)	90%	93.2%	Exceeding target
Number of participants accessing Get Up and Go activities	10000	13467	Exceeding target
No of FTE days lost through sickness absence in the Directorate	6.9 days	2.03	Within target
No of FTE days lost through short term sickness	2.58 days	1.08	Within target



absence in the Directorate			
% of undisputed invoices in Directorate processed within 30 days	97.75	97.29	Below target but within 5% tolerance

**EQUALITY AND DIVERSITY UPDATE**

10. Several Integrated Impact Assessments have been undertaken, covering the following areas:
- The public protection service.
  - The environment and neighbourhood service
  - The community safety service.
  - The sports development and play activity service.
  - The Councils statutory statement of policy under the Licensing Act 2003
  - The delivery of new allotments and allotment provision
  - The Streetscene and Leisure Contracts service
  - The Grounds Maintenance Service
  - The Council Owned and Managed Community Centres (Astley Village, Eaves Green, Clayton Brook)
  - Off Street Parking Provision & Enforcement
  - Waste Management Service.

**RISK MANAGEMENT UPDATE**

11. No changes to the Directorates risk management assessment have been necessary.

JAMIE CARSON  
 DIRECTOR PEOPLE AND PLACES

There are no background papers to this report.

Report Author	Ext	Date	Doc ID
Jamie Carson	5815	2 December 2011	

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Our ref: PH/LH/19360  
Date: 5 December 2011

Sent via email: gary.hall@chorley.gov.uk

Dear Gary

**WITHDRAWAL OF BUS INFORMATION DISPLAY SYSTEMS: CHORLEY INTERCHANGE**

Thank you for your recent letter concerning the above.

You raised a number of issues with regard to the information display systems and I set out the answers to the questions you raised below:

- 1. What was the reason behind choosing the five specific locations (including Chorley) for the withdrawal of the bus station information display systems? We assume there are other systems still being maintained across the County?***

The five locations are all part of a single contract and are the only sites in Lancashire where the bus information system is in place. No other bus stations in Lancashire have these signs and there are no other similar systems that we maintain in Lancashire.

- 2. Whilst we appreciate that difficult budget decisions have to be made, what is the actual direct cost saving in Chorley for the switch off?***

As the Chorley signs are part of a single contract, it is difficult to isolate the cost for Chorley alone. However, early negotiations with potential future suppliers suggested that there was likely to be a significant increase in costs as the current system has been operational for about 10 years and as a consequence of advancing technologies is either outdated or hardware is obsolete. The existing contract cost is £50k p.a.

**3. *There are continuing costs in maintaining the poster information, the Traveline and internet bus information systems – has a cost/benefit analysis been undertaken on the impact of the proposed changes?***

No specific cost benefit analysis has been undertaken. The poster information, Traveline and internet systems are provided on a county wide basis and have a greater reach to potential passengers than display systems at Bus Stations.

**4. *As the information system is to help encourage greater use of public transport, have operators been asked to maintain or contribute to the maintenance of this service?***

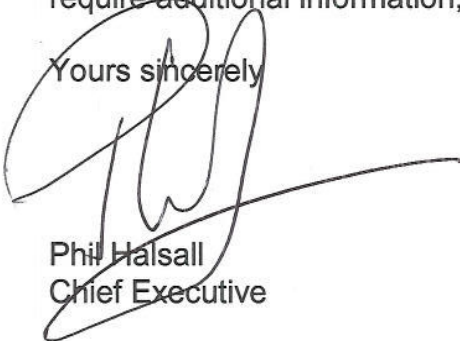
We have discussed the proposals with the major bus operators in Lancashire. A number have considered contributions but the costs associated are seen as prohibitive. Stagecoach, the major operator in Chorley, have said that they would not consider taking over any financial funding towards a replacement system

**5. *Has the Leader of the County Council raised this matter with his district counterparts?***

The proposals form part of our three year budget strategy to reduce costs by £180m for which there has been much discussion at a political level and wide consultation.

I trust that you will find the above information useful, but if you have any queries or require additional information, please do not hesitate to contact me.

Yours sincerely



Phil Halsall  
Chief Executive

**OVERVIEW AND SCRUTINY INQUIRY PROJECT OUTLINE**

**Review Topic:** TOURISM AND PROMOTING CHORLEY

**Objectives:**

To further develop Chorley as a tourist destination by promoting the Borough's key assets and events and identifying other opportunities for making the Borough more attractive to outside visitors

**Desired Outcomes:**

A Corporate Directive for promoting Tourism in Chorley

**Terms of Reference:**

To promote the Borough as a tourist destination by:

1. Identifying Chorley's key assets for tourism around the Borough, for example Astley Hall and Park, Rivington, Yarrow Valley Park and Cuerden, etc
2. Identifying the key events in the Calendar that might attract visitors to Chorley for example, Picnic in the Park, Big Drum Day, the Christmas Lights Switch On, etc
3. Look at other opportunities that may exist to maximise the promotion of Chorley, including through Partnership working
4. How the Council look to promote Chorley in the best possible way to encourage more visitors to the town centre and its surrounding villages.

**Equality and diversity implications:**

None

**Risks:**

That the review extends beyond its remit.

**Venue(s):** Committee Room 1, Town Hall

**Timescale:** 6 months

**Start:** September 2011

**Finish:** March 2012

**Information Requirements and Sources:**

**Documents/evidence:** (what/why?)

Final Report of the Town Centre Vitality Review and subsequent Monitoring Reports  
 Statistical information about numbers of tourist to events and attractions in Chorley  
 List of Chorley’s key assets and events with brief description

**Witnesses:** (who, why?)

Internal Officers

Chris Bryan – Astley Hall and Arts Officer  
 Andy Brown – Parks and Open Spaces Manager  
 Conrad Heald – Town Centre and Markets Manager  
 Louise Finch – Events and Marketing Manager

External Representative’s

Chamber of Trade  
 Camelot  
 Cuerden Valley Trust  
 Cados – Chorley Little Theatre  
 United Utilities (activities in Rivington)  
 Booths Supermarket (sponsorship)  
 Lancashire County Council – Tourism Lead Officer

**Consultation/Research:** (what, why, who?)

Views from the Town Centre Forum  
 Wigan Metropolitan Borough Council – Haigh Hall

**Site Visits:** (where, why, when?)

**Officer Support:**

**Lead Officer:** Chris Sinnott – Head of Policy and Communications  
 Teri Jones – Communications Manager

**Democratic & Member Services Officer:** Dianne Scambler

**Likely Budget Requirements:**

<u>Purpose</u>	£
<b>Total</b>	_____

**Target Body<sup>1</sup> for Findings/Recommendations**

(Eg Executive Cabinet, Council, partner)

<sup>1</sup> All project outcomes require the approval of Overview and Scrutiny Committee before progressing

