

OUR VISION

CORPORATE STRATEGY OVERVIEW 2009/10 – 2010/11

We will make Chorley smile by being the most attractive, caring and vibrant place in the North West to live, to work, to invest and to visit.

PRIORITY	PROSPERITY	PEOPLE	PLACE	PERFORMANCE		
STRATEGIC OBJECTIVE	1 STRENGTHEN CHORLEY'S ECONOMIC POSITION IN THE CENTRAL LANCASHIRE SUB-REGION Leads: Cllr P Malpas Jane Meek	2 IMPROVING EQUALITY OF OPPORTUNITY AND LIFE CHANCES Leads: Cllr J Walker Jamie Carson	3 SUPPORTING PEOPLE TO GET INVOLVED IN IMPROVING THEIR COMMUNITIES Leads: Cllr J Walker Jamie Carson	4 IMPROVE ENVIRONMENTAL SUSTAINABILITY AND COMBAT CLIMATE CHANGE Leads: Cllr P Malpas Jane Meek	5 DEVELOP THE CHARACTER AND FEEL OF CHORLEY AS A GREAT PLACE TO LIVE Leads: Cllr E Bell Ishbel Murray	6 ENSURE CHORLEY COUNCIL IS A CONSISTENTLY TOP PERFORMING ORGANISATION Leads: Cllr P Goldsworthy Lesley-Ann Fenton
LONG TERM OUTCOME	1.1 A vibrant local economy 1.2 A thriving Chorley town centre and other service centres 1.3 Preserve jobs in the borough 1.4 Create and maintain Higher Added Value jobs	2.1 The number of SOAs in the worst 20% nationally will reduce 2.2 Improved life chances for young people and children 2.3 Improved quality of life for the borough's older people 2.4 Healthier communities and reduced health inequalities 2.5 Reduced inequalities in rural areas	3.1 People will be engaged in shaping and delivering neighbourhood plans 3.2 Increase the level of volunteering in the borough 3.3 Empowered local communities managing community assets	4.1 The Council's environmental footprint will be reduced 4.2 An improved local environment 4.3 Seek to protect the local natural environment and improve biodiversity	5.1 More people will be satisfied with Chorley as a place to live 5.2 There will be a range of housing provision and services that address community requirements 5.3 There will be more affordable housing 5.4 Safer communities 5.5 Improvement and protection of Chorley's parks and open spaces	6.1 Community aspirations are delivered through the efficient use of resources and effective performance management 6.2 An excellent community leader 6.3 A provider and procurer of high quality, co-ordinated, public services 6.4 An excellent Council that is continually striving to improve
MEASURES and TARGETS	Outcome 1.1 <ul style="list-style-type: none"> Number of new businesses established. Target 53 p.a. Number of new businesses established and sustained for 12 and 24 months. Target 82% and 76% by March 2010; 83% and 76% by March 2011 Outcome 1.2 <ul style="list-style-type: none"> Town Centre Visits. Target 38,542 by March 2010; 40,469 by March 2011 Vacant Town Centre Floor Space. Target 8% or below by March 2011 Outcome 1.3 <ul style="list-style-type: none"> Working age people on out of work benefits. Target 12.2% by March 2011 NI152 (LAA) Outcome 1.4 <ul style="list-style-type: none"> Median workplace earnings in the borough. Target £465 by March 2010; £482.50 by March 2011 NI166 (LAA) 	Outcome 2.1 <ul style="list-style-type: none"> The number of SOAs in the worst 20% nationally. Target 7 by 2011 Working age people claiming out of work benefits in the worst performing areas. Target 26.9% by March 2010, 26.6% by March 2011 NI153 (LAA) Outcome 2.2 <ul style="list-style-type: none"> Under 18 conception rate Target 30.4 per 1000 by March 2010; 20.2 per 1000 by March 2011 NI112 (LAA) The number of junior visits made to leisure facilities. Target 282,996 p.a. by Sept 2010; 285,826 p.a. by Sept 2011 The % of 16-18 year olds who are not in education, employment or training (NEET). Target TBC through LAA following changes to the methodology. Outcome 2.3 <ul style="list-style-type: none"> Rate of regular physical activity among older people Target 15.6% by March 2010; 16.7% by March 2011 (NI8) Rate of participation in regular volunteering among older people. Target 21.6% by March 2010; 22.6% by March 2011 Outcome 2.4 <ul style="list-style-type: none"> The % residents taking 3x30 mins moderate physical activity per week. Target 24.1% by March 2010; 25.1% by March 2011 (NI8) Outcome 2.5 <ul style="list-style-type: none"> People satisfied with their neighbourhood as a place to live from rural wards. Target 90% by March 2011 NI5 	Outcome 3.1 <ul style="list-style-type: none"> % of people who feel they can influence decisions in their locality. Target 31.4% by March 2010; 31.4% March 2011 NI4 (LAA) % of people who feel their communities are places where people from different backgrounds get on well together. Target 81.9% by March 2010; 81.9% by 2011 NI1 (LAA) Outcome 3.2 <ul style="list-style-type: none"> % of people who regularly participate in volunteering. Target 25% by March 2010, 27% by March 2011 NI6 (LAA) Outcome 3.3 <ul style="list-style-type: none"> Number of assets under community management. Target; transfer at least one asset to community management p.a. 	Outcome 4.1 <ul style="list-style-type: none"> CO₂ emissions from local authority operations. Target 10% reduction by March 2011 NI185 The Council's score for 'Adapting to Climate Change'. Target: Achieve Level 2 by March 2010, Achieve Level 3 by March 2011 NI188 (LAA) % of household waste land filled. Target 51% by March 2010; 50% by March 2011 Outcome 4.2 <ul style="list-style-type: none"> Recycling and composting performance. Target 49% by March 2010; 50.19% by March 2011 NI192 (LAA) Outcome 4.3 <ul style="list-style-type: none"> Level of biodiversity in the borough. The % of appropriate Council owned sites under active conservation management. Target 24% by 2011 NI197 (LAA) 	Outcome 5.1 <ul style="list-style-type: none"> % of people satisfied with their neighbourhood as a place to live. Target 84% by March 2011 Street and environmental cleanliness. Targets: Litter 4.5%, Detritus 4.5%, Fly-posting, 1%, Graffiti 1%, per annum NI195 (LAA) Outcome 5.2 <ul style="list-style-type: none"> Number of households in temporary accommodation. Target 13 by March 2011 NI156 (LAA) Outcome 5.3 <ul style="list-style-type: none"> Number of Affordable homes delivered. NI155 (LAA) Target TBC being refreshed as part of LAA process. Outcome 5.4 <ul style="list-style-type: none"> Feelings of safety during the day. Target 90% by March 2011 Feelings of safety during the night. Target 50% by March 2011 Serious Acquisitive crime rate NI16 (LAA) Target 7.95 per 1000 pop. by March 2010; 7.93 per 1000 pop. by March 2011 Assault with less serious injury rate. NI20 (LAA) Target 5.82 per 1000 pop. by March 2010; 5.74 per 1000 pop. by March 2011 Outcome 5.5 <ul style="list-style-type: none"> % of people satisfied with parks and open spaces. Target 74% by March 2010 Number of parks receiving Green Flag status. Target 3 by March 2010, Target 3 by March 2011 	Outcome 6.1 <ul style="list-style-type: none"> Satisfaction with the way the Council runs things. Target Top 25% nationally by March 2011 Achieve efficiency savings of 3% per annum. Organisational Assessment Score. Target: 4/4 by March 2010 % residents who feel that Chorley Council provide value for money. Target 41.4% by March 2011 Outcome 6.2 <ul style="list-style-type: none"> Achieve positive LSP Peer Review by March 2010 Outcome 6.3 <ul style="list-style-type: none"> % of National Indicators on target. Target 73% by 2011 Customer satisfaction with the service received from 'Contact Chorley'. Target 98% p.a. Outcome 6.4 <ul style="list-style-type: none"> The level of avoidable contact. Reduce to 23% by March 2010. (NI14)
KEY PROJECTS November 09 - October 10	<ul style="list-style-type: none"> Secure the redevelopment of the Pall Mall Triangle and Market Street (1.1, 1.2) Develop a proposal for improvements to the Flat Iron (1.2) Produce a marketing package for the town centre, markets and Chorley as a whole (1.1, 1.2, 1.3, 1.4) Develop a succession strategy for major inward investment and identify niche markets for the strategic regional site (1.1, 1.4) Produce Site Allocations Development Plan Document (1.1, 1.4) Refresh the Economic Regeneration Strategy and Town Centre Action Plan (1.1, 1.2, 1.3, 1.4) 	<ul style="list-style-type: none"> Evaluate the Families First project and establish intervention arrangements for vulnerable families (2.1 & 2.2, 2.4, 5.4) Increase weekend diversionary provision for children and young people (2.2, 2.4) Improve co-ordination of work with children and young people (2.2, 2.4, 2.5) Evaluate the free swimming scheme and agree a way forward (2.2, 2.3, 2.4, 2.5) Implement year 2 of the 50+ Active Generation project (2.3, 2.4, 2.5, 3.2) Deliver Chorley's key actions for year one of the Health Inequalities Strategy (2.4) 	<ul style="list-style-type: none"> Develop and deliver agreed community governance options for Chorley (3.1) Develop a Community Engagement Strategy (3.1, 3.2) Develop and deliver an action plan to increase volunteering (3.2) Work with local residents to transfer community facilities into community management (3.3) 	<ul style="list-style-type: none"> Deliver food waste recycling (4.1) Install Combined Heat and Power system at All Seasons Leisure Centre (4.1) Carry out energy audit of all remaining council buildings (4.1) Establish a community growing scheme (4.2, 4.3, 3.1) Ensure development of Group One Woodland Management plan (4.3, 5.5) 	<ul style="list-style-type: none"> Deliver key projects from neighbourhood action plans (5.1, 2.5, 3.1) Implement revised street cleaning schedules following recommendations from O&S inquiry (5.1) Establish a choice based lettings scheme (5.2) Complete review of Home Improvement Agency (5.2) Deliver the Chorley housing refurbishment scheme (5.3) Pilot and review the proposed Chorley/SRBC CDRP merger (5.4) Complete parks, open spaces and play review and develop improvement plan (5.5) 	<ul style="list-style-type: none"> Refresh Chorley's Sustainable Community Strategy (6.1, 6.2) Complete year 3 of the VFM programme (Corporate Services) (6.1, 6.3, 6.4) Refresh the Council's Marketing and Communications Strategy (6.1,3.1) Develop a Staff Engagement Strategy (6.4) Complete I&DeA Peer Review of LSP (6.2, 6.4)

