



# 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.



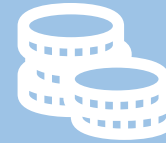
## PRIORITY THREE: PROTECTING THE ENVIRONMENT

- 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