

# Annual Report

2009 – 2010



# Message from the Leader and Chief Executive

Welcome to Chorley Council's Annual Report for 2009/2010. Chorley continues to make significant improvements in all areas and last year we were officially judged to be among the best councils in the country by the Audit Commission, the government's independent watchdog. The inspectors concluded that the council is providing high quality services and delivering the priorities that local people have identified as important.

Our journey of improvement continued throughout 2009/2010, with the second freeze in Council Tax in four years. There have also been continued falls in crime and teenage pregnancy; and record levels of delivery of affordable housing.

We are careful with our resources and spend them where they are needed most. Over the last year we have become even more efficient and have achieved a further £525,000 of savings. These have been redirected into the delivery of key priorities that were identified by residents, such as cleaner streets. The coming years will be tough financially for the Council, with reductions in spending and changed priorities already announced, and we are working hard to make sure we change in response.

We have demonstrated a clear desire to listen to and act upon the views of all our residents. This has included holding a borough wide eConsultation on the budget as well as asking all 1,100 members of our Chorley Smile Citizens' Panel how we could improve some of our services.

In 2010/2011, our priorities include reducing health inequalities, particularly focusing on reducing rates of teenage pregnancy and alcohol related harm. We will also work towards a cleaner, safer Chorley through extra investment in street cleaning and continuing to provide Street Pastors and Play Rangers to help reduce anti social behaviour. At the heart of all our work will be responding to the recession by making sure that we are doing more for less.

We look forward to Chorley's continued development and will work hard with our partners to support all our residents, businesses and visitors now and in the future.

*Peter Goldsworthy*



Cllr Peter Goldsworthy  
Leader of Chorley Council

*Donna Hall*



Donna Hall  
Chief Executive

# About Us

Chorley Council delivers a range of services to residents, visitors and businesses across the borough of Chorley. For example, we keep the streets clean; collect your rubbish and recycling; as well as providing leisure facilities like All Seasons and Astley Hall. We are an ambitious, forward thinking council and have exciting plans for the future. At the heart of everything we do is putting our customers, the people of Chorley, first.

Our Corporate Strategy gives us a clear direction and focus, helping us to deliver what local people want. It sets out our vision for Chorley and how we will go about achieving it. We've structured it around four priorities and for each one set out how we want Chorley to look and feel in the future. These are underpinned by measures and key projects.

## Our Vision:

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

## Our priorities:

- Prosperity:** Strengthen Chorley's economic position in the Central Lancashire Sub Region.
- People:** Improving equality of opportunity and life chances  
Supporting people to get involved in improving their communities
- Place:** Improve environmental sustainability and combat climate change  
Develop the character and feel of Chorley as a great place to live
- Performance:** Ensure Chorley Council is a consistently top performing organisation

# Prosperity:

Strengthen Chorley's economic position in the Central Lancashire Sub Region



**Councillor Peter Malpas**

*Executive Member for Partnerships and Planning*

'The future for people in Chorley is starting to look more optimistic as we emerge from the recession and look forward to a more prosperous future. Despite this, we are not complacent and are determined to protect and enhance the local economy, preserve local jobs and create a thriving town centre. Over the next year we will continue to support local people back into work and attract new businesses to Chorley.'

<p><b>Prosperity:</b> Making Chorley's residents and businesses prosperous through supporting a thriving local economy and town centre and creating and preserving jobs for local people</p>	<p><b>Actual Spending in 2009/2010 = £1.05 million</b></p>	<p><b>Planned Spending in 2010/2011 = £1.04 million</b></p>
--	--	---

## A vibrant local economy

Residents across the borough have told us that they want investment in Chorley Town Centre and good quality jobs for local people. So, over the last 12 months we have revamped the Covered Market as well as freezing both market rents and pay and display parking charges to encourage more people to visit Chorley. We've also set up a local redundancy task force to make sure that local people get back into work as quickly as possible.

### Case Study – Securing jobs in Chorley

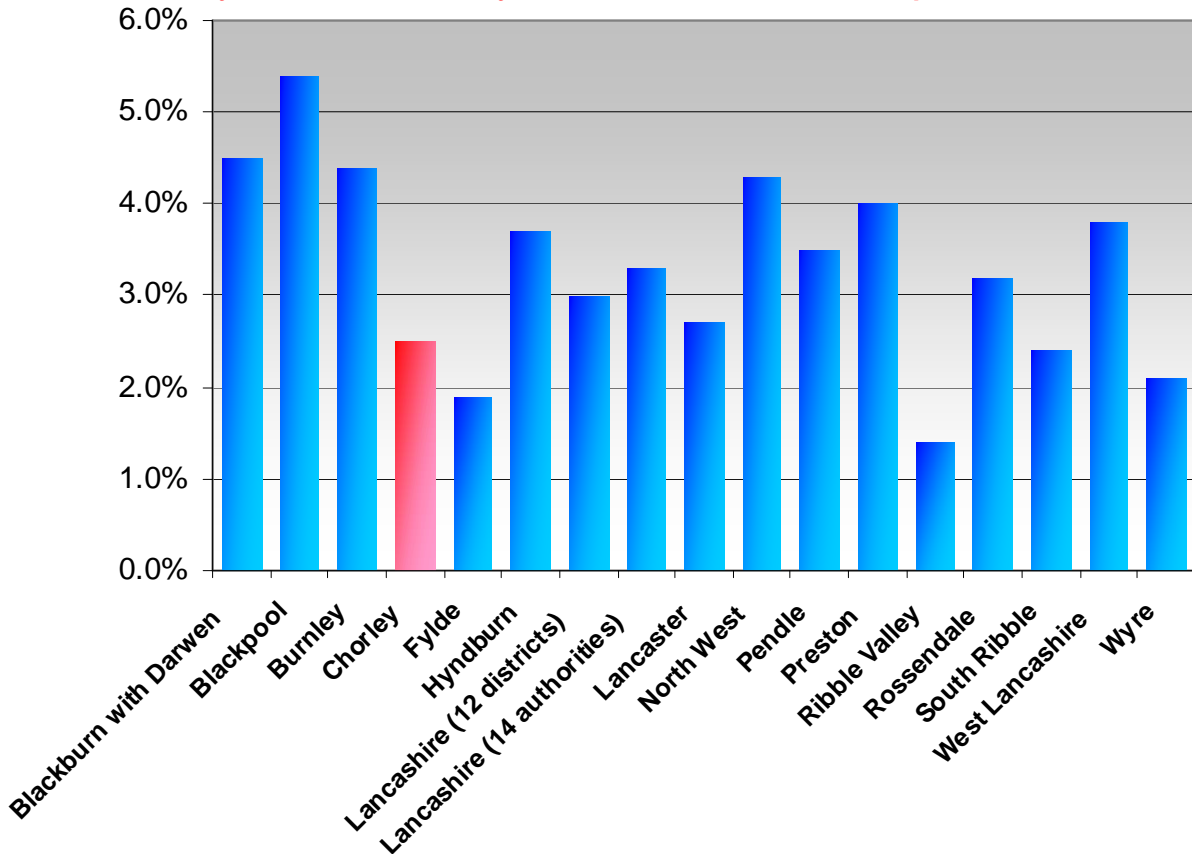
We have been working with Business Venture Group to provide start up support to small businesses in Chorley. Despite the difficult financial conditions, 74 new businesses have been established in Chorley over the last year and 95% of these are surviving after 12 months.

Chorley also continues to attract larger employers to the area. For example, this year, it was announced that international health and hygiene giants Kimberly Clark will be moving to Chorley in early 2011, creating up to 140 jobs for local people.

## Reducing unemployment

The number of people in Chorley that are unemployed is higher than when the recession first started, however it has started to decrease over the last year. In May 2010 there were 489 less people claiming Jobseeker's Allowance in Chorley than in May 2009. Chorley's claimant count is also significantly below the Lancashire average.

### May 2010 Chorley Claimant Count Proportion = 2.5%



# People:

Improving equality of opportunity and life chances



**Councillor John Walker**  
*Executive Member for People*

'Chorley already does lots of things to improve the health of local people from the provision of good quality parks to providing activities for younger and older people. We are determined to help people to be healthier so that everybody across the borough has decent life chances. In particular, we will be working with the NHS to tackle the issue of alcohol related harm head on.'

## People:

Getting people involved in their neighbourhoods by providing activities, concessionary travel, benefits, improving leisure facilities and encouraging volunteering

**Actual  
spending in  
2009/2010 =  
£31.54 million**

**Planned  
Expenditure in  
2010/2011 =  
£30.69 million**

Recent survey results showed that more people than ever before are participating in sports in Chorley. We are determined to get even more people active, so we will continue to extend the Get up and Go Scheme and provide more opportunities to get involved with local sports clubs.

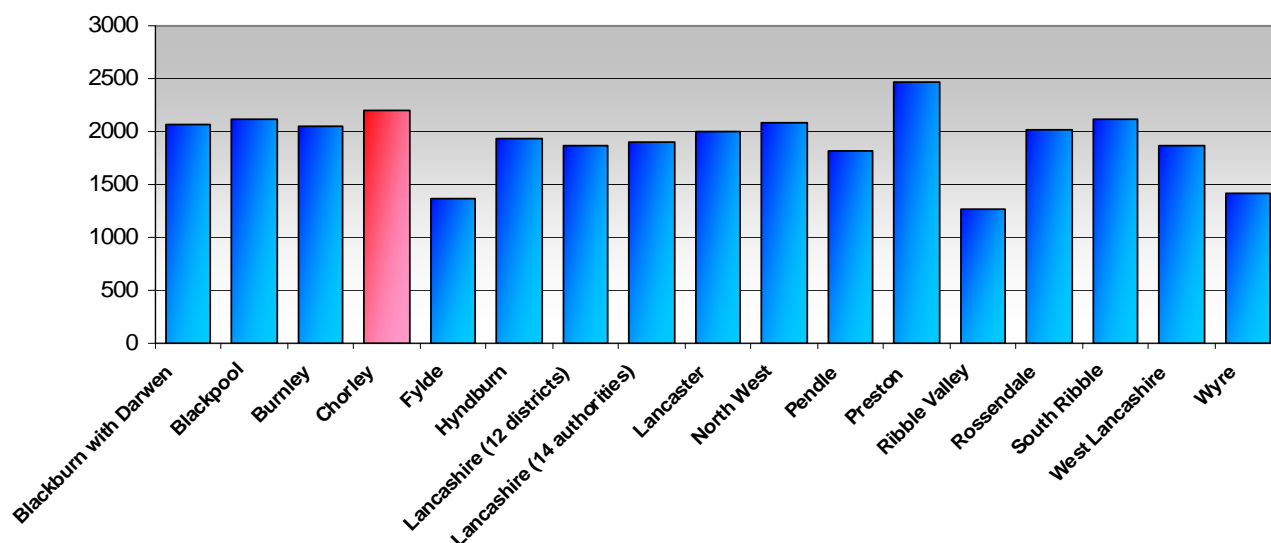
## Case Study – 50+ Active Generation Project

*You said: we want more opportunities for older people to get active. So we launched the Active Generation scheme for people aged 50 and over and have provided a range of activities to choose from including tai chi, dancing, Pilates, racketball and much more. Over 1100 people have taken part in these activities and over 18 new coaches and 30 new volunteers who are 50+ have been successfully trained.*

## Tackling alcohol related harm

Alcohol is a key area of concern for Chorley, because we have one of the highest rates of alcohol related harm in Lancashire.

## Rate of alcohol related hospital admissions per 100,000 population



Because alcohol related harm is such a pressing issue for Chorley, the Council is working with Central Lancashire Primary Care Trust and Lancashire County Council to tackle the problem. We will be working together to make sure that young people in the borough's high schools are aware of the risks associated with alcohol. We will also introduce training for our front line staff on alcohol awareness and how to spot opportunities to prevent alcohol related harm from occurring.

### Case Study – Supporting young people at risk of alcohol related harm

*Through the Chorley Partnership, Chorley Council has helped fund two important projects, which have been run by the local Arts Partnership. These projects have identified a group of young people who have been misusing alcohol and helped them to gain qualifications. The first project, 'Messages', involving an educational video on alcohol, has already worked with 11 young people who have been affected themselves by alcohol. A second project 'Bus Station mural' is working with excluded young people.*

### Tackling Teenage Pregnancy

As a council, we are determined to tackle the causes and consequences of teenage pregnancy, so it is pleasing that the number of teenage pregnancies across the borough has been reducing since 2005. Between 2005-2007 and 2006-2008, teenage conceptions across the borough have reduced by 2.2%. This means that on average there are less teenage pregnancies in Chorley than in Lancashire and the North West. However, we are not complacent because we know that the rates of teenage pregnancy in more deprived areas can often be more than treble those of the least deprived areas. So we are working hard with our partners in the NHS to give young people access to the services and opportunities they need. For instance, parenting courses have been delivered to those people that need a bit of extra help.

# People:

Supporting people to get involved in their communities



**Councillor John Walker**  
*Executive Member for People*

‘As Councillors, we all represent our local community so it is important to us that residents can influence what we do and what happens in their local area. I believe that people are happier when they feel that they belong to a community and can get involved in improving their local area. Over the next year, we will continue to support volunteers and help community groups to manage facilities across the borough.’

## People feel involved in decision making

Recent survey results show that 32% of people across Chorley feel that they can influence decisions in their local area. This means that Chorley is one of the best areas in the country for people being able to influence decision makers.

In the last twelve months, we have taken further steps to find out what the local community think about our services and act on what they say. This has included a consultation event with 64 Chorley Smile Panel members using electronic handsets to identify crime and anti-social behaviour issues in neighbourhood areas and identify key priorities for the Chorley Community Safety Partnership.

We have continued to use social media to provide information to people about our services and how they can get involved with what we do. For instance, local people talk to us through our Chorley Council Twitter account whether that is telling us that their bin hasn't been collected or giving us feedback on an event we have run.

## People from different backgrounds get on well together

Recent survey results show that 82% of residents in Chorley think that people from different backgrounds get on well together; and we want to improve on that already high result. We're doing that by providing events where the whole community can take part. For example, last year we organised the Chorley Smile Picnic in the Park and over 4,000 of you turned up to celebrate the much improved Astley Park. The event was so popular; we've turned it into an annual event.

## Case Study – Holocaust Memorial Day Event

In January 2010, we held our annual service to commemorate Holocaust Memorial Day. A special day of events was held with local people remembering the victims of genocide from all over the world while helping to build tolerance and understanding of different faiths and cultures across Chorley.



## Place:

Improve environmental sustainability and combat climate change



### Councillor Peter Malpas

*Executive Member for Partnerships and Planning*

'The Council is committed to tackling the challenge of climate change and reducing the impact we have on the environment. Over the last year, we have worked hard to reduce the amount of energy we use as well as helping residents to make their homes more efficient. Over the next year, we will continue to implement our Climate Change Strategy and work with local community groups to tackle climate change.'

### Case Study – Combined Heat and Power System

*Last year we secured £45,000 from Foundation, who support projects designed to tackle climate change throughout the North West. This will support the installation of a Combined Heat and Power system at All Seasons Leisure Centre. The system will cut CO<sub>2</sub> emissions by nearly 100 tonnes and save up to £40,000 a year.*

### Domestic Energy Efficiency

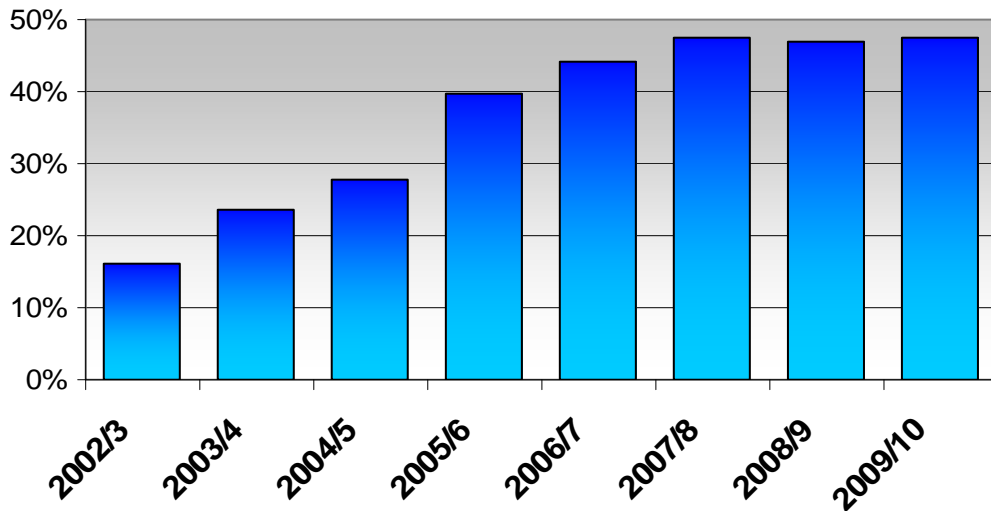
We have recently been working with our energy partner who supply heating and renewable energy, to do everything we can to make the lives of the local community more comfortable and save you money. Together, we have carried out over 800 loft and cavity and wall insulations to the households most in need across Chorley.

Recently, we worked with Lancashire County Council to identify areas where houses and other buildings are losing the most heat. Together, we will be offering free advice and some help on how you can reduce your energy bills.

### Minimising waste and increasing recycling

Chorley's excellent performance at recycling has been recognised on the national stage with a number of awards. For example, last year we were awarded a Green Apple Environmental Award for making our waste collection service more focused on what local residents wanted. Chorley has been ahead of the game on recycling for some years and the recycling rate has increased to nearly 48% from 40% in 2005/2006.

## Household Recycling



Your views are really important to us and it is great that over the last year you have given us some brilliant suggestions about how we could make some of our services better. When we asked you about how we could improve our waste collection and recycling service, you said: get rid of those sacks that blow away and help us to keep our streets tidier after our bins have been collected. So we introduced a blue bin to replace the woven sack and make it easier for you to recycle. We collect around 4.4 million bins and you pay around 60p a week for this service.

### Case Study – Food Waste Recycling

*At the moment about 50% of the household waste produced in Chorley goes to landfill and about half of this is food waste that could be recycled. In a recent Chorley Smile Panel Survey you said to us; 'hurry up food waste recycling and then my bin will contain nothing but fresh air', so we've worked hard to develop a better collection service for everybody across Chorley.*

*We have trialled food waste recycling for 4,500 households across Chorley to see whether it is something that would work and that residents would like to see on a larger scale. The trial has been very successful and over 600 tonnes of waste have been diverted from landfill. Over the next year food waste recycling will be rolled out to all households in Chorley.*

# Place

Develop the character and feel of Chorley as a great place to live



**Councillor Eric Bell**  
*Executive Member for Places*

‘Chorley is a great place to live and we are determined to keep improving the quality of life for all our residents. Local people told us that clean streets are important and the budget for this year has delivered further investment in this key priority. Over the last year, crime has continued to fall and people feel safer. Over the next year we will continue to work with our partners to tackle anti social behaviour, create a cleaner environment and provide access to good quality affordable housing.’

<b>Place:</b> Making Chorley an even better place to live by protecting the environment, improving neighbourhoods, parks and street cleaning, reducing crime and providing more affordable homes.	<b>Actual spending in 2009/2010 = £9.8 million</b>	<b>Planned spending in 2010/2011 = £9.68 million</b>
--	--	--

## Cleaner Streets

During 2009/2010 we have worked hard to make sure that there is a clean environment that all residents can enjoy.

Our already low levels of litter (6%) and detritus (10%) have stayed broadly similar to 2008/2009 and we have cleaner streets than many other similar areas. However, we are not complacent and over a third of residents responding to the budget consultation identified clean streets as a priority for improvement. We responded to what you told us by allocating £60,000 in the budget to make Chorley’s streets cleaner. Actions that will be taking place over the next year include, community clean ups, campaigns and more enforcement.

## Affordable Housing

You told us that you wanted more affordable housing, so over the last year we’ve worked hard and have delivered 107 additional affordable homes in Chorley. This was achieved through a number of innovative projects. For example, the Council has bought up empty properties and repaired them for renting at a low cost. This has meant that accommodation has been provided quickly for 12 families on the housing waiting list in the borough.

The number of households in Chorley living in temporary accommodation has fallen to just 6, which was an excellent performance against a tough target

## Safer Communities

Since 2005, crime rates in Chorley have been falling and there has been a 2% decrease in crime over the last year.

You told us that teenagers hanging around the streets and rubbish or litter lying around are your biggest issues that you want something done about. We listened to what you said and introduced Play Rangers and Street Pastors so that there are more positive activities for young people to get involved in. This has been successful because at the end of 2009/2010, there has been an 11% reduction in anti social behaviour.

Through the Chorley and South Ribble Community Safety Partnership, the Council is committed to working with partners such as the police and registered social landlords to reduce crime even further.

### Case Study – Street Pastors

*The local Church, Chorley Council and the Police are working together to deliver this project. Over the past year the Street Pastors have delivered a regular weekend presence on the streets of Coppull and Chorley Town Centre, working particularly with young people who feel excluded and marginalised.*

*Feedback has included;*

*'I met you guys outside the Prince of Wales about 2 weeks ago. I like what you do; it's really awesome to see a heart beating in the area. You guys are the best, keep the faith and keep it up'*

# Performance

Ensure Chorley Council is a consistently top performing organisation



**Councillor Peter Goldsworthy**  
*Executive Leader*

'I'm proud that, over the last year, Chorley Council has been recognised as one of the best councils in the country. We are a customer focused; listening council and customer satisfaction continues to run at over 98%. Over the next year we will continue to listen to what local residents and our staff say, so that we respond effectively to the pressures on our budget and continue to improve services'

Recent survey results have provided important information on what you think about Chorley Council. We are one of the best scoring councils in the country for residents being satisfied with the council and agreeing that we provide value for money. This at the same time as satisfaction ratings with most other councils decreasing.

Last year we froze Chorley Council's share of the Council Tax for the second time in four years. With an average rise of just 1.4 per cent in Council Tax over the last four years, our customers have seen the lowest increases in Lancashire. We were able to do this because last year we delivered over half a million pounds of efficiency savings and we were one of only two councils in the country to score top marks for how we use our resources.

Category	Value
Council tax and business rates collection	0.38
Electoral registration and elections	0.03
Culture and heritage	0.09
Recreation and sport	0.72
Environmental health services	0.25
Community safety	0.22
Street cleansing	0.33
Waste collection and recycling	0.52
Planning and building control	0.27
Economic and community development	0.20
Highways less car parking income	-0.10
Concessionary travel passes	0.26
Housing services	0.21
Other operating costs	0.07
<b>Total</b>	<b>£3.45</b>

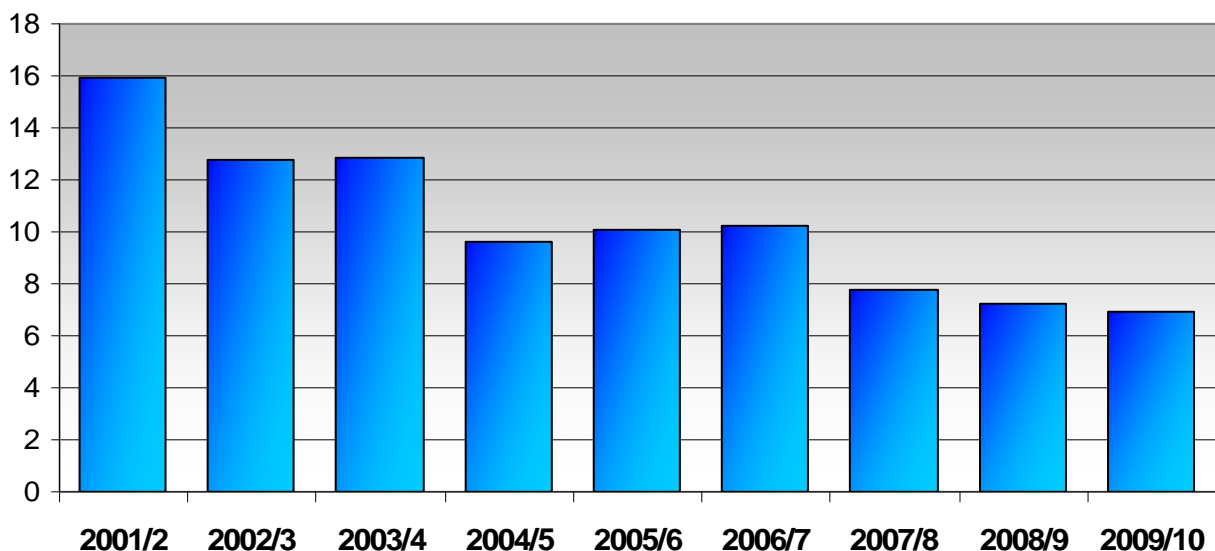
We will continue to focus on delivering value for money to our customers over the next year to ensure that the Council continues to deliver the services that are important to our customers in the most cost effective way.

### Keeping staff and members developed and motivated

We know that if people enjoy working for the Council, they provide a better service to residents, so we're pleased that the results of our latest staff survey are very positive and 92% of staff are proud to work for Chorley Council.

High levels of sickness absence cost money and cause problems for service delivery, so we've worked hard to reduce it and now have among the lowest absence rates in the country. Since 2001/2, the number of days lost has been slashed by more than half and has reduced from 16 per year per employee to just over 6.5 days.

### Sickness Absence



# Tell us what you think

If you wish to comment on this Annual Report, please complete and return this form to **Donna Hall, Chief Executive, Town Hall, Chorley, PR7 1DP** or email [donna.hall@chorley.gov.uk](mailto:donna.hall@chorley.gov.uk)

*Overall, how satisfied or dissatisfied are you with the performance of Chorley Council?*



Very Satisfied



Satisfied



Dissatisfied



Very Dissatisfied

*Any comments about our services:*

.....  
.....  
.....  
.....

*What changes would you like to see?*

.....  
.....  
.....  
.....

*How do you think the Council could improve?*

.....  
.....  
.....  
.....

*Name and address (optional)?*

.....  
.....  
.....  
.....

This information can be made available to you in larger print or on audio tape, or translated into your own language. Please telephone 01257 515151 to access this service.

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 آپ کی اپنی زبان میں بھی کیا جاسکتا ہے۔ یہ خدمت استعمال کرنے کیلئے براہ مہربانی اس نمبر پر ٹیلیفون

کیجئے: 01257 515823

