

# CORPORATE STRATEGY 2023/24



**Chorley**  
Council

# OUR VISION

Enabling strong communities, a resilient economy, excellent services, a greener future and successful people.



## Housing where residents can live well

### OUR COMMITMENT

- Deliver affordable and energy efficient housing
  - Strive for good quality housing for all
- Work with partners supporting new ways to prevent homelessness
  - Support our most vulnerable residents



## A green and sustainable borough

### OUR COMMITMENT

- Work towards our commitment to be carbon neutral by 2030
  - Support waste reduction, reuse and recycling
- Work with partners to retain natural habitats and improve air quality
  - Promote sustainable transport and infrastructure



## An enterprising economy with vibrant local centres in urban and rural areas

### OUR COMMITMENT

- Support business growth and expansion across the borough
- Work with partners to support skills development and innovation
- Work with partners to promote the district as a visitor destination and attract investment in our local service centres
  - Promote the green economy



## Healthy, safe and engaged communities

### OUR COMMITMENT

- Support and encourage active lifestyles and health and wellbeing
- Support development of leisure services and facilities meeting the needs of residents
  - Deliver events and places to go for everyone
- Ensure all residents of all ages can access the services they need, physically and digitally
  - Promote resilient, cohesive neighbourhoods by listening and responding
- Work with partners to join up public services so that they make sense for everyone



# Housing where residents can live well

## OUR COMMITMENT

- Deliver affordable and energy efficient housing
- Strive for good quality housing for all
- Work with partners supporting new ways to prevent homelessness
- Support our most vulnerable residents

*“Access to clean, safe and decent homes should be the starting point, not an aspiration”*

## WE WILL

### **Refresh the Prevention of Homelessness Strategy**

By working with partners to address existing and emerging issues

### **Develop and Deliver a Plan to Improve Housing Standards Across the Borough**

To drive improvements in housing standards

### **Deliver the Home Energy Support Scheme**

Including practical support to install energy saving measures

### **Refresh the Housing Strategy**

To ensure that everyone in the borough is able to live in good quality and suitable homes

### **Deliver the Local Plan**

Provide a clear plan for development

## MEASURING SUCCESS

- Number of long-term empty properties in the borough
- % of households living in fuel poverty
- Number of affordable homes delivered





# A green and sustainable borough

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- Support waste reduction, reuse and recycling
- Work with partners to retain natural habitats and improve air quality
- Promote sustainable transport and infrastructure



*“Green is about being responsible now for tomorrow’s future”*

## WE WILL

### **Continue to deliver improvements to Chorley’s Bus Shelter Network**

Improve bus shelters and introduce green shelters to enhance biodiversity

### **Increase the Number of Parks with a Green Flag Status**

Enhance local parks and natural habitats

### **Deliver the Business Energy Support Scheme to Boost Businesses Across the Borough**

Providing support and advice on energy adaptations and potential improvement grants

### **Deliver a Rural Business Support and Grant Scheme**

Create specific support packages for rural businesses

### **Maintain and Improve Council Buildings**

To create a modern environment and attractive workspace to support the way we work

### **Develop and Deliver a Plan to Improve Chorley Bus Station**

Provide a key transport hub as well as welcoming visitors to the town centre

## MEASURING SUCCESS

- Number of Bus Shelters Improved
- Number of Trees Planted
- Number of improvements to parks, open spaces and playing pitches linked to strategy delivery
- % of household waste sent for reuse, recycling or composting





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in urban and rural areas

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- Work with partners to promote the district as a visitor destination and attract investment in our local service centres
- Promote the green economy



*“Working with businesses  
and people to realise  
their potential”*

## WE WILL

### Develop a Destination Management Plan for the Borough

Encourage more visitors to the borough

### Deliver a Jobs and Skills Programme to Upskill Residents Across the Borough

Promote future career pathways and develop the future skills pipeline to meet the needs of local enterprise

### Refresh of the Economic Development Strategy to Promote Growth Across the Borough

Enabling and promoting a strong economy

## MEASURING SUCCESS

- Number of projected jobs created through Chorley Council support or intervention
- The % of 16-17 year olds who are not in education, employment or training (NEET)
- Number of Business Engagements by the Council
- Growth in business rate base



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- Work with partners to join up public services so that they make sense for everyone



*“Across the borough communities have the tools and ability to achieve their best”*

## WE WILL

### Launch an Enhanced Social Prescribing Service Focussed on Supporting Family and Early Years

Taking an early action and prevention approach to support at families and children

### Deliver the Cost of Living Action Plan

By providing a range of support and intervention including food and fuel poverty, debt and housing

### Deliver a Health and Wellbeing Programme to Support the Needs of Residents Across the Borough

Develop a community-based health and wellbeing programme

### Delivery of a Borough Anti-Social Behaviour Action Plan

Work with our partners and businesses to tackle issues quickly and effectively

### Refresh and Deliver the Transformation Programme

Respond to significant national, regional and local challenges effectively

## MEASURING SUCCESS

- Number of visits to Council Leisure Centres
- Average improvement in wellbeing score following support from the council
- Average % reduction in GP appointments following support from the council
- % of service requests received online
- % of customers dissatisfied with the service they have received from the Council
- % increase in visitor numbers





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Council



chorley.gov.uk