

# Corporate Strategy Overview 2010/11 – 2013/14

## Our Vision:

Chorley will smile as the most attractive, caring and vibrant place in the North West to live, work, invest, play and visit. People will be healthy and happy in safe communities where they can achieve their ambitions. The Council will be a consistently top performing organisation that delivers excellent value for money.

Theme	You and Your Family			You and Your Community			You and Chorley		You and Your Council
Strategic Objective	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
Long Term Outcome	<p>1.1 Ensure early intervention and prevention of health and wellbeing problems</p> <p>1.2 Use a whole family approach to address problems and provide support</p> <p>1.3 Support the ageing population to be healthy and independent</p>	<p>2.1 Improve skills across the family</p> <p>2.2 Improve links from good quality education to employment</p> <p>2.3 Promotion and uptake of local job prospects</p>	<p>3.1 Reduced health inequalities</p> <p>3.2 Families enabled to make healthy lifestyle choices</p>	<p>4.1 Provision of quality affordable housing</p> <p>4.2 Clean streets</p> <p>4.3 Communities that residents actively take care of and improve</p>	<p>5.1 Safe communities</p> <p>5.2 Cohesive communities where people get on well together</p>	<p>6.1 Clean, safe and well used open spaces</p> <p>6.2 Empowered local people managing community assets</p>	<p>7.1 Promote knowledge based inward investment</p> <p>7.2 Support a strong, indigenous business base</p> <p>7.3 Ensure families and communities reach their full economic potential</p>	<p>8.1 A contemporary market town with good quality shops</p> <p>8.2 Places to visit, play, enjoy as a tourist destination</p> <p>8.3 Thriving local villages</p>	<p>9.1 Community aspirations are delivered through the efficient use of resources and effective performance management.</p> <p>9.2 An excellent community leader</p> <p>9.3 A provider and procurer of high quality, co-ordinated, public services</p> <p>9.4 An excellent Council that is continually striving to improve</p> <p>9.5 Reduce the Council's energy consumption</p>
Measures and Targets	<p>The % of 16-18 year olds who are not in education, employment or training (NEET). Target: 5.1% by March 2012 (1, 2, 7)</p> <p>Overall employment rate (2, 7, 8). Target: 68% by March 2012</p> <p>Rate of regular physical activity among older people. Target: 16.7% by March 2012 (1.3, 3.1)</p> <p>% residents taking 3x30 minute moderate physical activity per week. Target: 23.8% by March 2012 (1, 3)</p> <p>Under 18 conception rate. Target 38.7 per 1,000 by March 2012 (1, 3)</p> <p>% of health checks resulting in a referral. Target 40% by March 2012 (1, 3)</p>			<p>% of the population feeling safe during the day. Target: 90% by March 2012 (1.2, 4.3, 5.1, 5.2)</p> <p>% of the population feeling safe at night. Target: 50% by March 2012 (1.2, 4.2, 5.1, 5.2)</p> <p>% of people who feel they can influence decisions in their locality. Target: 32% by March 2012 (4, 5, 6)</p> <p>Number of affordable homes delivered. Target: 50 by March 2012 (4, 5)</p> <p>% of people satisfied with parks and open spaces. Target: 72% by March 2012 (4, 6, 9)</p> <p>Satisfaction with street cleanliness. Target: 63% by March 2012 (4, 6, 9)</p> <p>Satisfaction with leisure facilities. Target: 53% by March 2012 (4, 6, 9)</p> <p>% of people who regularly participate in volunteering. Target: 23.6% by March 2012 (4, 5, 6)</p> <p>Street and environmental cleanliness. Targets: Litter: 4.6%; Detritus: 6%; Graffiti: 1.5%; Fly-Posting: 1% by March 2012 (4, 6)</p> <p>% of people satisfied with waste collection. Target: 75% by March 2012 (4, 6, 9)</p> <p>% of household waste sent for reuse, recycling or composting. Target 50% by March 2012 (4, 6, 9)</p>			<p>New businesses established. Target: 53 per annum (2, 7, 8)</p> <p>New businesses established and sustained for 12 and 24 months. Target: 12 months: 91%; 24 months: 89% (2, 7, 8)</p> <p>Town Centre Visits. Target: 34,814 by March 2012 (2, 8)</p> <p>Vacant Town Centre Floor Space. Target 7.5% by March 2012 (2, 7, 8)</p> <p>Working age people receiving out of work benefits Target: Better than regional average by March 2012 (2, 7, 8)</p> <p>Median workplace earnings in the borough. Target: Better than regional average by March 2012 (2, 7, 8)</p> <p>% of people satisfied with their neighbourhood as a place to live. Target: 84% by March 2012 (4, 5, 6, 8)</p> <p>% of people who feel their communities are places where people from different backgrounds get on well together. Target: 82% by March 2012 (1, 4, 5, 6, 7)</p>		<p>% of residents satisfied with the way the Council runs things. Target 51% by March 2012 (9)</p> <p>Achieve a balanced budget over the MTFs period (9)</p> <p>% residents who feel that Chorley Council provide value for money. Target: 37% by March 2012 (9)</p> <p>CO<sub>2</sub> emissions from local authority operations. Target: 5% reduction by March 2012 (9.5)</p> <p>The level of avoidable contact. Target: 20% by March 2012 (9)</p> <p>% of staff satisfied with the Council. Target 85% by March 2012 (9)</p> <p>% of customers satisfied with the way they were treated by the Council. Target 80% by March 2012 (9)</p>
Key Projects	<h3>Improving Chorley</h3> <ul style="list-style-type: none"> <li>Implement change and improvement project for the Flat Iron market (8.1, 8.2, 2.3)</li> <li>Develop and deliver the Chorley Partnership Total Alcohol project (1.1, 1.2, 3.1, 3.2, 9.2)</li> <li>Deliver food waste recycling (9.3)</li> <li>Choice based lettings (4.1)</li> <li>Deliver the Early Intervention Project, supporting children and young people in the borough (1, 2, 3, 7)</li> <li>Support the delivery of the s106 Play and Recreation Fund (3, 4, 5, 6, 8.3)</li> <li>Develop and deliver the pilot Total Family project (1, 2, 3)</li> <li>Deliver the Lex s106 open spaces scheme (4, 5, 6)</li> <li>Deliver the Allotment project (4, 5, 6)</li> </ul>						<h3>Improving the Council</h3> <ul style="list-style-type: none"> <li>Implement shared services in Revenues and Benefits with South Ribble Borough Council (9.1, 9.3, 9.4)</li> <li>Explore the development of Strategic Partnership with other Councils (9.1, 9.3, 9.4)</li> <li>Upgrade and future proof the Council's ICT infrastructure (9.1, 9.4, 9.5)</li> <li>Improve customer experience by extending and improving services delivered through the Contact Centre (9.1, 9.3, 9.4)</li> <li>Refresh the Council's Website (9.1, 9.3, 9.4)</li> <li>Develop an asset management strategy (9.1, 9.3, 9.5)</li> </ul>		