

Report of	Meeting	Date
Head of Development and Regeneration (Introduced by the Executive Leader (Councillor J Wilson) and the Executive Member for Development and Planning (Councillor A Lowe)	Executive Cabinet	9 March 2006

CHORLEY ECONOMIC REGENERATION STRATEGY

PURPOSE OF REPORT

- To seek Member approval for the Economic Regeneration Strategy, attached.

CORPORATE PRIORITIES

- The production and implementation of an economic regeneration strategy is central to one of the Council's corporate priorities, namely to put Chorley at the heart of regional economic development in the Central Lancashire Sub-Region. That a very similar objective is found in the Community Strategy, adds weight to the significance of this piece of work.

RISK ISSUES

- The issues raised and recommendations made in this report involve risk considerations in the following categories:

Strategy	3	Information	3
Reputation	3	Regulatory/Legal	3
Financial	3	Operational	3
People		Other	

- The Council needs to be pro-active in leading a range of partners to deliver economic prosperity and this will have resource, reputation, information, operational and regulatory implications for the Council.

BACKGROUND

- In order to support and enable Chorley's continued economic success, the Council last year commissioned consultants G V A Grimley to undertake a study of the area, in consultation with public sector stakeholders and business, and to produce an Economic Regeneration Strategy for the Borough. Their final report provides a detailed evaluation of the economic strengths and challenges faced by the Borough and proposes targeted action across a number of inter-linked strands to enable sustainable growth.

- 6 A presentation of the draft strategy was made to members before the Full Council meeting on the 24th January 2006 and Overview and Scrutiny Committee considered the matter on the 2nd March 2006.

CONTENT OF THE DOCUMENT

- 7 The report identifies the outstanding quality of life offered by the Borough as a defining feature. Among the Borough's specific assets the report cites its natural environment and built heritage; its intimately scaled town centre and market culture; traditional village life and excellent motorway connections to Manchester, Preston and Liverpool. The strategy is designed to build on these existing strengths.
- 8 The Strategy identifies Chorley as a 'Contemporary Market Town' and provides a framework to support sustainable growth, within which economic activity and inclusion can be promoted.
- 9 In line with priority outcomes in the Council's emerging corporate strategy, the economic regeneration strategy incorporates measures to:
- a. Improve skills and address worklessness;
 - b. Create a thriving town centre;
 - c. Improve transport infrastructure and accessibility;
 - d. Support and develop enterprise to maintain a vibrant economy;
 - e. Provide a portfolio of high quality, readily available sites and premises for business; and
 - f. To brand and market Chorley.

TIMETABLE

- 10 The Strategy provides a framework for action over a 10-15-year period and will be reviewed on a regular basis.

MEASURING AND MONITORING PERFORMANCE

- 11 Action taken to implement the strategy will be monitored annually against a programme of key actions and measures. Specific targets will be developed to quantify performance.

BUDGETARY IMPLICATIONS

- 12 This report does not have an immediate and direct financial impact. However there are issues of capacity, related to the role of the Council as lead delivery partner, that will have financial implications, along with individual actions and proposals that will require financial commitment.
- 13 The need for investment is most likely to relate to:
- project management capacity/staff resources (both to deliver objectives and enable effective partnership working);
 - physical and social regeneration projects;
 - land and property based projects;
 - transport/infrastructure related schemes;
 - environmental care and improvement, including town centre enhancement;
 - branding, promotion, business support and town centre management.
- 14 The overall financial requirements are not specific at present, since they are dependent on the development of a programme of implementation and on the level of contribution from other partners. Proposals will be fed into the budget preparation process in due course. However, an initial growth bid has been submitted as part of the current budget-making cycle, supported by an outline business case.

COMMENTS OF THE HEAD OF HUMAN RESOURCES

15 HR support the introduction of the Economic Regeneration Strategy.

COMMENTS OF THE DIRECTOR OF FINANCE

16 Adoption of the strategy has no direct budgetary implications at present. The Head of Development and Regeneration has indicated that the programme of implementation could require additional budget provision, including capital investment. Any bids for such budget provision would have to be considered in the context of resource availability and corporate priorities as part of the budget setting process.

RECOMMENDATION

17 That the Executive Cabinet approve the Economic Regeneration Strategy, subject to any necessary and minor textual amendments delegated to the Head of Development and Regeneration.

REASONS FOR RECOMMENDATION

18 The Economic Regeneration Strategy is a key document that will assist the Council to deliver sustainable growth.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

19 None, as the need for a planned strategic approach to economic regeneration has been established.

JANE E MEEK
HEAD OF DEVELOPMENT AND REGENERATION

Background Papers			
Document	Date	File	Place of Inspection
None			

Report Author	Ext	Date	Doc ID
Mary Clemence	5286	27 February 2006	