

# Your Council's Performance

2011 – 2012



# Message from the Leader of Chorley Council

Welcome to Chorley Council's Annual Report. Overall, the Council's performance against the key measures in our Corporate Strategy has been good in 2011/12. However, there are some areas where we need to improve and challenges to be faced in 2012/13.

These are challenging times for the UK and Chorley is no exception to this. The ratio of total jobs to population in Chorley is 0.66 per resident aged 16-64, which is lower than the Lancashire figure of 0.73. This means there are less local employment opportunities than there could be. We will be seeking help more businesses to invest in the borough and the town centre to strengthen the local economy and create a vibrant and growing town centre where people want to invest. We will support local businesses through the purchase of the old McDonalds site on Market Street, the development of Pall Mall and Market Street, and a new business advisor post which will aim to help 80 new business start-ups in 2012/13. We will also be seeking to set up more apprenticeships to reduce the number of young people not in education employment or training (NEET). These people are the future of Chorley and we will create additional apprenticeships with the council and other local employers to help them.

We also aim to open up the Town Hall to greater public scrutiny, do more to provide affordable housing and tackle homelessness, as well as improve services and the environment by targeting grot spots and dog fouling.

Our strategic objectives will be:

- Involving residents in improving their local area
- Clean, safe and healthy communities
- An ambitious council that does more to meet the needs of residents and the local area
- A strong local economy
- Equality of opportunity and access for all

Finally, we will aim to deliver high levels of performance while dealing with Government spending cuts and policy changes, such as key changes to the welfare and benefits system like the planned introduction of Universal Credit and managing a 10% reduction in the level of Government funding for council tax benefit in 2013.



A handwritten signature in black ink that reads "A. W. Bradley".

Cllr Alistair Bradley  
Leader of Chorley Council

# Our Performance in 2011/12



48.78 per cent of your waste was recycled in 2011/12, up from 46.67 per cent in 2010/11.



98.15 per cent of streets inspected were clear of litter in 2011/12, up from 96 per cent in 2010/11.

96.3 per cent of streets were clear of dirt, leaves and plants, up from 94 per cent in 2010/11.

Less than 1 per cent of streets had graffiti.

However, there is still more work to do. This year we will be working on a campaign to tackle the issue of dog fouling in some areas and targeting grot spots.

The proportion of vacant town centre shops in 2010/11 was 6.8 per cent against our target of 7.5 per cent. However there is still a lot more work to do. This year we will seek support the town centre including revising our town centre grants programme to enable more shops in other areas to access the grants and increase the amount of grant offered; we will also trial free parking in some of the town centre car parks and pilot the re-opening of Market Street. The Leader of the council will also be taking a lead on economic regeneration and the town centre.



**Median Workplace Earnings**



Median workplace earnings were up 1% on 2010/11 and are now above the regional average. But we need to secure more and better jobs as residents still need to commute out of Chorley to earn higher wages as jobs within the borough are paid at less than in neighbouring areas so more work is needed to develop the local economy.



Permission was granted for the development of a new Asda in 2011/12, securing the redevelopment of the Pall Mall Triangle and Market Street Public Realm. Construction is due to commence shortly with a view to opening in 2013. The development should create up to 400 new jobs for local people.



North West in Bloom success. Chorley won the 'Best Town Centre' and a silver gilt medal in the 'Best Small City/Large Town' category.

The number of households in temporary accommodation increased from 12 at the end of 2010/11 to 22 in March 2012 exceeding our target of 13. This is worse than in other similar areas and we are investigating the causes and learning from other councils so we can try to improve the situation in the coming year.

We helped 214 people at risk of homelessness last year but changes in housing benefits system may have an impact in 2012/13 while mortgage repossessions also rose by 12 per cent last year so more work is needed to support those at risk of homelessness.



170 more affordable houses were provided in 2011/12 but there is still a shortage. Chorley's average house price is still over six times the average resident's income, one of the highest rates in Lancashire making it hard for people to own their home. We want to do more in 2012/13 to increase provision.

We achieved Three Green Flag awards for Yarrow Valley Country Park, Withnell Local Nature Reserve and Tatton Recreation Ground.



20,326 young people took part in a range of sports, arts, music, dance and drama as part of the Get Up and Go programme in 2011/12.

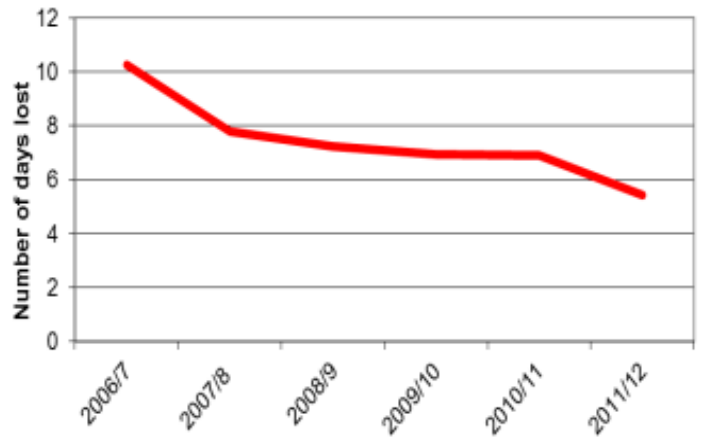


# CUSTOMER SERVICE EXCELLENCE

We retained our Customer Service Excellence status in 2011/12. 98.3 per cent of customers were satisfied with the way they were treated by the Council. 97.7 per cent were satisfied with Waste collection, 90.8 per cent with Environmental services, 95.8 per cent with Benefits and 98 per cent with Council Tax.

We succeeded in reducing the average number of sickness days per employee from 6.9 days in 2010/11 to 5.44 days in 2011/12 - the best rate in Lancashire.

This has been achieved by taking a tough line on absence and a Health and Well-being Programme which included out of work sporting activities, health walks and a pedometer and cycle challenges.





400 health checks were provided at the one-stop health shop in Chorley town centre to catch future problems early.

35 per cent of visits resulted in a referral to further health services and led to a range of interventions including, smoking and weight management and exercise.

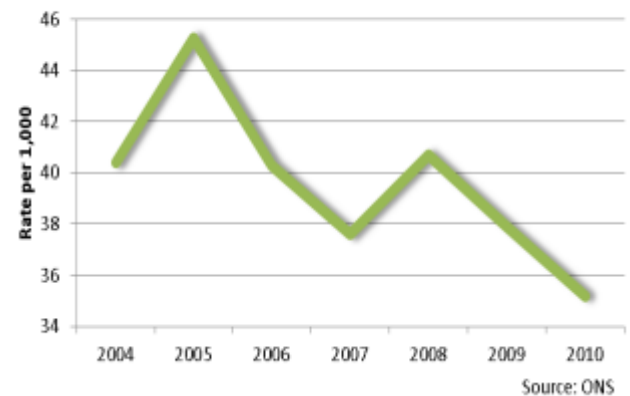
However there are still some serious challenges to be faced. Life expectancy is 9.8 years lower for men and 6.5 years lower for women in the most deprived areas of Chorley than in the least deprived areas. 19.2 per cent of adults smoke and 23.1 per cent are obese as are 15.1 per cent of Year 6 children. Less children spend at least three hours each week on school sport than the national average.



Alcohol is still a big issue in the borough. The rate of alcohol related admissions decreased of 4 per cent since 2010/11 but it still stands at 562 per 100,000 residents in 2011/12.

Projects to tackle teenage pregnancy by providing funding to set up the Girls Allowed and Boys Own projects in Chorley have helped to reduce the level of teenage pregnancies. It's now 35.2 per 1,000 – down from 38.7 last year which is below the Regional and North West averages.

### Under 18 Conceptions



Overall crime is down by 0.9 per cent in 2011/12 when compared with 2010/11. However some crimes are on the up. Domestic abuse and violent crimes are two of those and we will continue to work with the police and other partners to try and achieve reductions, for example by supporting the IDVA scheme for victims of domestic violence.

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

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