Chorley Council

Report of	Meeting	Date
Director of Policy and Performance	Overview and Scrutiny Committee	8th November 2006

THE UPDATED CORPORATE STRATEGY

PURPOSE OF REPORT`

1. To highlight the amendments to the Corporate Strategy 2006-2009 and to seek approval to the changes.

CORPORATE PRIORITIES

2. The Corporate Strategy sets out the Council's Vision and Corporate Priorities, and outlines the work programme for the Council for the next year. This report, in addressing the content of, and thinking behind, the Corporate Strategy directly impacts on all of our priorities as a Council.

RISK ISSUES

3. The issue raised and recommendations made in this report involve risk considerations in the following categories:

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

4. The Corporate Strategy is the key Strategic document for the Council, it is closely tied in with the Community Strategy which acts as the key driver for the activity of the LSP. The Corporate Strategy is the highest-level document for the authority and all other strategies will be aligned with the aims and objectives set out in the Corporate Strategy. As such a critical document for the authority it is key that we ensure that the Corporate Strategy is fit for purpose and deliverable.

BACKGROUND

5. The Corporate Strategy 2006- 2009 is the Key Document for the Council in taking forward its agenda for improvement. In August and September 2006 the Executive Cabinet, along with members of Strategy Group, undertook a process of reviewing the commitments made in the Corporate Strategy to ensure that these could be delivered and that they reflected the key objectives of the new administration. The report below details the changes made to the Strategy as a platform for taking forward our ambitions as a Council.

CHANGES TO THE CORPORATE STRATEGY 2006/07

6.1 VISION

The vision has been amended and expanded upon to set out a full picture of what the Council is aiming to achieve, and of our overarching vision of the future for the Borough. The vision sits at the heart of all that we are aiming to do.

The old vision read: **'To make Chorley the place of choice to live work and invest in the North West'.**

The new vision reads:

'The Council's ambition is for Chorley to become one of the most attractive, caring and vibrant places in the North West to live, to work, to invest and to visit.

People can expect safe, clean, sustainable neighbourhoods with equal access to first class, co-ordinated public services which meet their diverse needs. They can expect high quality local job and training opportunities, a decent home and to be valued and respected by all. They will be able to have their say and influence local services in their areas and to insist on good value for public money.

The character of our friendly, contemporary market town and its surrounding villages will be enhanced whilst ensuring Chorley plays a pivotal role in regional economic development'.

The revised vision sets out what tangible deliverables we are aiming to realise through the delivery of the Corporate Strategy. It will act as a focus for our drive to improve Chorley and as a succinct summary of what we are about as a Council.

6.2 PRIORITIES

All priorities have stayed consistent with previous iterations of the Corporate Strategy. The priorities act as the pegs on which the strategic objectives are hung and as a reflection of the vision.

6.3 STRATEGIC OBJECTIVES

Strategic Objective Two: which formally read: Reduce pockets of inequality has been changed to become: Improving equality of opportunity and life chances.

This change was made to reflect our perceived role as an authority of enabling people within the Borough to improve their own quality of life by facilitating equality of opportunity and improving life chances, ensuring that all are given equal opportunities to prosper, rather than focusing exclusively on certain pockets of the Borough.

6.4 MEASURES AND TARGETS

There have been a limited number of changes to the measures and targets which are outlined below:

- With regards to outcome 2.5 – *'Improved quality of life in rural communities'*, we have introduced an additional target to increase satisfaction with the Borough as a place to live for rural communities by 5% by March 2009. Current baseline is 69.7% (2005).

- With regards to 3.1 – *'People will be involved in decision making and in improving the well being of their communities'*, we have removed the target to increase voter turnout and registration at Borough Council elections because it is not a direct measure of the outcome of the Strategic Objective which centres on direct involvement in decision making. Once the new neighbourhood forums have been established we can look at developing further measures.

- With regards to outcome 4.1 – '*Accessible well used and high quality public services through a range of efficient channels',* we have deleted the target to increase the hours of telephone accessibility through Contact Chorley to 50 hours per week by March 2007 as the target has been achieved. We have also revised the target date from March 2007 to March 2008 for achieving 96% of council buildings being accessible to disabled people, as achievement of this target is dependent on the refurbishment being completed at All Seasons and Clayton Green Leisure Centres which will go beyond March 2007.

- With regards to outcome 5.1 – *'More people will be satisfied with Chorley as a place to live',* we have reduced the % increase in satisfaction from 10% to 5% by 2009 as the baseline satisfaction levels are already high and in the upper quartile when compared to other local authorities.

- With regards to outcome 6.2 – *'An excellent community leader',* we have revised the LSP accreditation target from "Green" to "Amber Green" by 2009, to reflect the status of the partnership and the time that will be required to deliver to the very high and rigorous standards at the highest "Green" level.

- With regards to outcome 6.4 – '*An excellent council that is continually striving to improve',* we have simplified the CPA target to include securing excellent status in late 2007 or 2008 depending on when our application for re-categorisation is programmed. We have also removed the target to increase overall satisfaction with council services by 10% as it is very similar to a target being used for measuring outcome 6.3 which is increasing by 10% by March 2009 satisfaction with the way the Council runs things.

6.5   KEY PROJECTS

Key projects are the key mechanism for delivering the Corporate Strategy and the vision for the Borough. It is important, therefore, that we have the capacity to deliver all that we are committing to and that all that we are aiming to achieve is focussed on realising our priorities. To this end a number of projects have been added to or removed from the Basket of Key projects for 2006/07.

Attached is an annotated copy of the Corporate Strategy (appendix one) which highlights in blue those key projects which have been removed from the Corporate Strategy and highlights in Green those key projects which have been added.

COMMENTS OF THE DIRECTOR OF HUMAN RESOURCES

7   There are no direct HR implications attached to this report, however, consideration should be given to the communication of the new vision and priorities to staff and elected members.

COMMENTS OF THE DIRECTOR OF FINANCE

8   None

RECOMMENDATION

9   That the changes to the Corporate Strategy and the Vision for the Borough be approved in line with the rationale outlined above and that the updated Corporate Strategy be agreed as the key strategic document for the authority.

REASON FOR RECOMMENDATIONS

The Corporate Strategy is the key driver for the authority, the changes detailed above have been made to ensure that all which we are committing to deliver over the next three years is achievable and will deliver real improvements for the Community we serve.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

None

LESLEY-ANN FENTON
DIRECTOR OF POLICY AND PERFORMANCE

There are no background papers to this report.

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Sarah Dobson	5325	14 September 2006	ADMINREP/REPORT