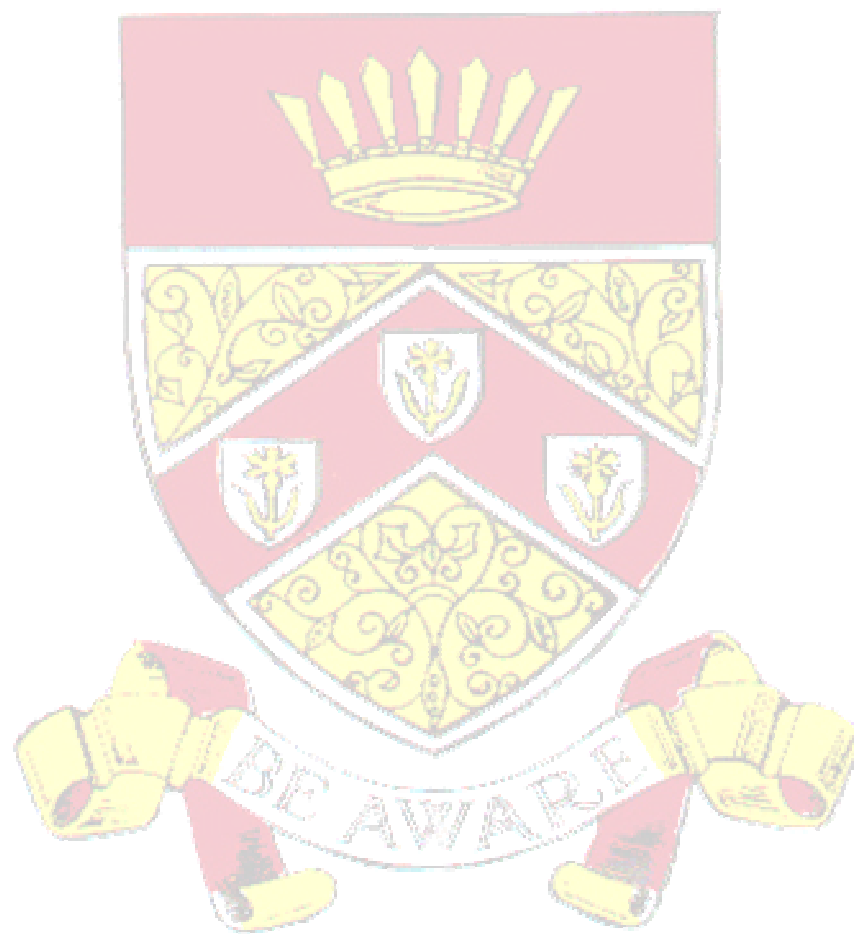


**CORPORATE STRATEGY OVERVIEW 2006/07 – 2008/09**

<p align="center"><b>VISION</b></p> <p align="center">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.</p> <p align="center">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.</p> <p align="center">The character of four friendly, contemporary market town and its surrounding villages will be enhanced whilst ensuring Chorley plays a pivotal role in regional economic development.</p>						
<b>PRIORITY</b>	<b>PROSPERITY</b>	<b>PEOPLE</b>		<b>PLACE</b>	<b>PERFORMANCE</b>	
<b>STRATEGIC OBJECTIVE</b>	<p>1. PUT CHORLEY AT THE HEART OF REGIONAL ECONOMIC DEVELOPMENT IN THE CENTRAL LANCASHIRE SUB-REGION.</p> <p>Leads: Cllr P Malpas; Colin Campbell</p>	<p>2. <b>IMPROVING EQUALITY OF OPPORTUNITY AND LIFE CHANCES</b></p> <p>2. <b>REDUCE POCKETS OF INEQUALITY</b></p> <p>Leads: Cllr P Case; Donna Hall</p>	<p>3. INVOLVING PEOPLE IN THEIR COMMUNITIES.</p> <p>Leads: Cllr J Walker; Donna Hall</p>	<p>4. IMPROVED ACCESS TO PUBLIC SERVICES.</p> <p>Leads: Cllr J Walker; Paul Morris</p>	<p>5. DEVELOP THE CHARACTER AND FEEL OF CHORLEY AS A GOOD PLACE TO LIVE.</p> <p>Leads: Cllr P Goldsworthy; Colin Campbell</p>	<p>6. ENSURE CHORLEY BOROUGH COUNCIL IS A PERFORMING ORGANISATION.</p> <p>Leads: Cllr P Goldsworthy; Donna Hall</p>
<b>LONG TERM OUTCOME</b>	<p>1.1 A vibrant local economy.</p> <p>1.2 Thriving Chorley Town Centre.</p> <p>1.3 Robust transport infrastructure.</p> <p>1.4 Average earnings in line with County average.</p>	<p>2.1 Number of SOA's in worst 20% will reduce.</p> <p>2.2 Improved life chances for young people and children.</p> <p>2.3 Improved quality of life for the borough's older people.</p> <p>2.4 Healthier communities and reduced health inequalities.</p> <p>2.5 Improved quality of life in rural communities.</p>	<p>3.1 People will be involved in decision making and in improving the well being of their communities.</p>	<p>4.1 Accessible, well used and high quality public services through a range of efficient channels.</p> <p>4.2 Improved public transport with more people using it.</p>	<p>5.1 More people will be satisfied with Chorley as a place to live.</p> <p>5.2 There will be a balanced housing market.</p> <p>5.3 An improved local environment.</p> <p>5.4 Safer communities.</p>	<p>6.1 Community aspirations are delivered through the efficient use of resources and effective performance management.</p> <p>6.2 An excellent community leader.</p> <p>6.3 A provider and procurer of high quality priority services.</p> <p>6.4 An excellent Council that is continually striving to improve.</p>
<b>MEASURES AND TARGETS</b>	<p><b>Outcome 1.1 and 1.3</b></p> <ul style="list-style-type: none"> <li>Basket of measures and targets to be developed by 1.04.07 from GVAG baselines and projections in the draft Economic Regeneration Strategy.</li> </ul> <p><b>Outcome 1.2</b></p> <ul style="list-style-type: none"> <li>Town Centre Visits (Target- Increase by 10% by March 2009. Baseline- 32,073 October 2005)</li> <li>Town Centre visitor satisfaction in range and choice of shops. (Target-Increase satisfaction by 10% by March 2009. Baseline- 49.3%, Oct 2005)</li> <li>Vacant Town Centre Floor Space (Target 7% by 2 March 2009. Baseline- 9.7, Oct 2005)</li> </ul> <p><b>Outcome 1.4</b></p> <ul style="list-style-type: none"> <li>Median workplace earnings in the Borough (Target reduce earnings gap to 2.7% by March 2009. Baseline-3.2% April 2005, Chorley Median £320.70 per week, Lancashire Median £331.8)</li> </ul>	<p><b>Outcome 2.1</b></p> <ul style="list-style-type: none"> <li>Number of neighbourhoods in worst 20% - target in 2006/7 is to develop targets for each area based on area profiles.</li> </ul> <p><b>Outcome 2.2</b></p> <ul style="list-style-type: none"> <li>Improved life chances for children and young people – the target in 2006/7 is to develop a basket of measures around the 'Every Child Matters' and 'Youth Matters' outcomes of be healthy, stay safe, enjoy &amp; achieve, positive contribution and economic well being.</li> </ul> <p><b>Outcome 2.3</b></p> <ul style="list-style-type: none"> <li>Improved quality of life for older people – the target in 2006/7 is to develop a basket of measures around the older peoples outcomes of participation and engagement, healthy lifestyles, integrated services and sustainable communities.</li> </ul> <p><b>Outcome 2.4</b></p> <ul style="list-style-type: none"> <li>The target for 2006/07 is to develop a basket of measures and targets which reflect local priorities around:                             <ul style="list-style-type: none"> <li>Life expectancy and premature death from CHD and cancers</li> <li>Tobacco control, obesity and alcohol.</li> </ul> </li> </ul> <p><b>Outcome 2.5</b></p> <ul style="list-style-type: none"> <li>% increase in people satisfied with the Borough as a place to live from rural wards. (Target 5% increase by March 2009. Baseline 69.7% 2005)</li> </ul>	<p><b>Outcome 3.1</b></p> <ul style="list-style-type: none"> <li>% of people satisfied with opportunities to participate in decision making will increase (Target- 34% by March 2009. Baseline- 32.4% 2004/05)</li> <li>% of people who feel that their communities are places where people get on well together will increase.</li> <li>(Target 90% by March 2009. Baseline 87% 2004/05)</li> <li>% of people who have worked in a voluntary capacity during the last 12 months. (Target To establish a baseline position 2006/07)</li> </ul>	<p><b>Outcome 4.1</b></p> <ul style="list-style-type: none"> <li>% of residents surveyed finding it easy to access key local services (Target in 06.07 is to establish a baseline)</li> <li>To maintain customer satisfaction with the service received in the Chorley Contact Centre (Target 95%. Baseline 95%- recognising impact of new channels coming on line)</li> <li>Increase the number of appropriate Council Services accessible through 'Contact Chorley' (Target 100% 2006/07)</li> <li>Increase the number of self service interactions through the Council's website (Target 10% Increase in baseline each year of the strategy)</li> <li>Increase the number of appropriate Council Service available via 'self service' (Target 100% by March 2009. - Interim target, 50% March 2007, 75% March 2008)</li> <li>% of Council buildings accessible to disabled people. (Target 96% by March 2008)</li> </ul> <p><b>Outcome 4.2</b></p> <ul style="list-style-type: none"> <li>% of residents who think that, over the past three years, public transport has got better or stayed the same (Target 78% by March 2009. 2005 baseline – 74%)</li> </ul>	<p><b>Outcome 5.1</b></p> <ul style="list-style-type: none"> <li>% increase in people satisfied with the Borough as a place to live. (Target 5% increase by March 2009. Baseline 74% 2005)</li> </ul> <p><b>Outcome 5.2</b></p> <ul style="list-style-type: none"> <li>Basket of balanced housing market measures and targets to be developed by 01/04/07 in collaboration with other authorities.</li> <li>Affordable dwellings completed (Target 250 Units by March 2009)</li> </ul> <p><b>Outcome 5.3</b></p> <ul style="list-style-type: none"> <li>Basket of measures and targets for carbon emission reductions in the Borough to be developed.</li> <li>% increase in people reporting that the urban and rural environment has improved (Target Increase by 10% by March 2009. Baseline 14% 2005)</li> <li>% of land assessed as having combined deposits of litter and detritus. (Target 12% by March 2008, LAA Stretch Target. Baseline 14% 2004/05)</li> </ul> <p><b>Outcome 5.4</b></p> <ul style="list-style-type: none"> <li>Improve feelings of safety during the day (Target increase by 10% by March 2009 Baseline 75.4% 2004)</li> <li>Improve Feelings of Safety during the night (Target increase by 15% by March 2008. Baseline 31% 2004)</li> <li>Reduce Crime in the Borough (Target 15% by March 2008 in line with PSA1 targets)</li> </ul>	<p><b>Outcome 6.1</b></p> <ul style="list-style-type: none"> <li>% of Corporate Strategy projects achieved (Target 90%)</li> <li>Achieve, as a minimum, the Gershon efficiency target of 2.5% per annum. (Target 3% per annum)</li> </ul> <p><b>Outcome 6.2</b></p> <ul style="list-style-type: none"> <li>Status in LSP accreditation (Target To achieve 'Amber Green' status in an LSP self-accreditation by March 2009)</li> </ul> <p><b>Outcome 6.3</b></p> <ul style="list-style-type: none"> <li>% of priority BVPI's in Upper Quartile (Target 35% March 2009. Baseline 30% 2004/05)</li> <li>% of priority BVPI's improving (Target 60% March 2009 Baseline – 57% 2004/05).</li> <li>Satisfaction with the way the Council runs things (Target 55% March 2009. Baseline 53% 2005)</li> </ul> <p><b>Outcome 6.4</b></p> <ul style="list-style-type: none"> <li>CPA score and positive direction of travel (Target achieve a positive Direction of Travel judgement By 31 March 2007 and a CPA score of "Excellent" in 2007/08).</li> </ul>
<b>KEY PROJECTS 2006 - 2007</b>	<ul style="list-style-type: none"> <li>Develop and implement Economic Regeneration Strategy and priority actions (1.1 &amp; 1.4).</li> <li>Enable the development of the Strategic Regional site (1.1).</li> <li>Complete and implement Town Centre Strategy and priority actions (1.2).</li> <li>Address the key issue of town centre car parking. (1.2)</li> <li>Explore Markets outsourcing following Scrutiny recommendations (1.2)</li> <li>Pursue opportunities for joint working with neighbouring authorities. (All)</li> <li>Undertake Chorley Strategic Transportation Study</li> </ul>	<ul style="list-style-type: none"> <li>Prepare area profiles for our most deprived SOA's, and prepare actions plans. (2.1 &amp; 2.4).</li> <li>Develop Service Level Agreements with Lancashire County Council to deliver the LAA and Community Strategy priorities. (All).</li> <li>Prepare Chorley 'Every Child Matters' and 'Youth Matters' action plans. (2.2)</li> <li>Develop the 'Get Up and Go' programme. (2.2)</li> <li>Prepare a Chorley 'Older Peoples' action plan. (2.3)</li> <li>Prepare a Chorley 'Choosing Health' action plan (2.4)</li> </ul>	<ul style="list-style-type: none"> <li>Pilot area Forums and decide future approach. (3.1)</li> <li>Produce a LSP community cohesion strategy. (3.1)</li> <li>Prepare a neighbourhood management and engagement strategy(3.1).</li> <li>Open up Council meetings to the public. (3.1)</li> <li>Strengthen links with parish councils, faith and community and voluntary agencies. (3.1)</li> <li>Establish a voluntary sector compact. (3.1)</li> <li>Develop and deliver a strategy and action plan to increase voter turnout at Borough Council elections</li> </ul>	<ul style="list-style-type: none"> <li>Develop, and deliver, an action plan for the Customer Focussed Access and Service Design Strategy (4.1).</li> <li>Deliver Contact Chorley and the shared services partnership (4.1)</li> <li>Produce a Transport Accessibility Plan (4.2).</li> <li>Improve appearance of public transport facilities through reduced vandalism (4.2).</li> <li>Develop a more detailed understanding of the needs of our customers to ensure the provision of high quality/relevant services</li> </ul>	<ul style="list-style-type: none"> <li>Reconfigure current service delivery arrangements to improve provision of street scene services (5.1 and 5.3).</li> <li>Complete the process of Housing Stock Transfer (5.2).</li> <li>Develop a basket of balanced Housing market Measures by 01/04/2007 (5.2)</li> <li>Establish a choice based lettings scheme within the Borough in conjunction with Registered Social Landlords, covering 50% of Housing stock by March 2009 (5.2)</li> <li>Develop an initial basket of measures and targets for carbon emission reductions for consultation through the LDF process (5.3) (Submission stage – Autumn 2007)</li> <li>Develop a Sustainable Resources Development Plan for the Borough to include actions to reduce carbon emissions in line with agreed targets (5.3)(By Dec 2008 through LDF process)</li> <li>Pilot innovative ways of reassuring our communities (5.4).</li> <li>Deliver Key Actions in Community Safety Strategy. (5.4)</li> <li>Deliver the Sustainable Resources Development Plan (5.3)</li> </ul>	<ul style="list-style-type: none"> <li>Develop a Communications and Marketing Strategy (5.1, 6.4).</li> <li>Develop and implement Use of Resources and VFM action plan (6.3 &amp; 6.4).</li> <li>Develop a strategy to deliver 0% Council Tax increase in 2007/08 (6.1)</li> <li>To secure the N.W. Charter for Elected Member Development (6.2)</li> <li>Implement HR strategy and achieve IIP and explore other external accreditation (6.3, 6.4).</li> <li>To embed effective performance and risk management across the organisation (6.1 &amp; 6.4).</li> <li>Align existing strategies with Community Strategy priorities (6.1 &amp; 6.2).</li> <li>Complete management restructuring (6.1 &amp; 6.4).</li> <li>Rationalise Council accommodation (6.1).</li> <li>Property outsourcing (6.1 &amp; 6.4)</li> <li>Develop and strengthen the LSP (6.2).</li> <li>Realign the Business Planning process (6.1)</li> <li>Seek CPA re-assessment (6.4)</li> <li>Prepare a Business Case to support new Local Government Structures</li> </ul>



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