

| Report of | Meeting | Date |
|--|----------------|------------------|
| Leader of the Conservative Group / Deputy Leader of the Conservative Group | Policy Council | 24 November 2015 |

CORPORATE STRATEGY DEVELOPMENT 2015

PURPOSE OF REPORT

1. To present the Conservative Group's proposed Corporate Strategy alongside background information about how the Vision, Priorities and Objectives were developed.

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| Confidential report Please bold as appropriate | Yes | No |
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BACKGROUND

2. In readiness for the annual Policy Council meeting in November, the Conservative Group has undertaken work to identify their key priorities for the Borough and develop an alternative Corporate Strategy that can be used in debating the refresh of the Corporate Strategy and budget.
3. The discussions have been based on information and analysis within a big issues briefing note and a series of meetings with both shadow cabinet members and members of the wider group.
4. The strategy aims to add to the debate in the development and approval of the organisation's Corporate Strategy for 2015/16 to 2017/18 and the budget for 2016/17.

DEVELOPING THE STRATEGY

5. The development of the Conservative Group's Corporate Strategy has been based on a 'Big Issues' briefing note, which presented intelligence and analysis of the position of the organisation and borough in terms of demographic change, population health information and resident satisfaction. In addition, it included information about the resourcing of the organisation and current performance.
6. The vision, priorities and objectives remain the same as presented last year; however the projects have been reviewed with a number of new projects added and projects proposed last year updated in terms of their scope to reflect the current position.

PROPOSED CORPORATE STRATEGY

7. The Corporate Strategy proposed by the Conservative Group is attached as Appendix A. The strategy's vision, values, strategic priorities and objectives are set out below.
8. The strategy sets the vision 'To make Chorley Borough a healthy and prosperous place to live, work and play'.
9. The vision is underpinned by core values, which the organisation would use in approaching all its work. The values are:
 - Openness and transparency
 - Health and wellbeing
 - Value for money
10. Four strategic priorities and associated objectives then support the vision, and will guide the organisation in delivering the strategy. They are:

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| Priority 1: Providing quality community services and facilities | |
| Objectives | <ol style="list-style-type: none"> a. Improve the delivery of services that meet the needs of residents b. Provide services and facilities that promote health and wellbeing c. Support and encourage resident participation and ownership in local projects d. Provide support to community groups and volunteers to ensure continuity/sustainability |
| Priority 2: Providing opportunities for all Chorley residents | |
| Objectives | <ol style="list-style-type: none"> a. Provide equality of quality of access to housing, employment and education b. Treat all residents of the Borough equally c. Consult all age groups in the future shaping the borough |
| Priority 3: Develop the Chorley borough's economy | |
| Objectives | <ol style="list-style-type: none"> a. Develop a Chorley wide identity b. Create a positive environment for business c. Provide support to Chorley businesses to create and sustain local jobs d. Optimise the town centre offer to match market need |
| Priority 4: Continually improve the efficiency of the Council | |
| Objectives | <ol style="list-style-type: none"> a. Maximise the use of time and money b. Drive value for money and success throughout the Council c. Reduce the debt of the Council d. Encourage private enterprise investment e. Minimise the amount Chorley residents spend on Council Tax |

PROJECTS

11. The strategy will be delivered through a series of projects over the period of the strategy. An overview of the proposed projects is included at Appendix B.

IMPLICATIONS OF REPORT

12. This report has implications in the following areas and the relevant Directors' comments are included:

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| Finance | | Customer Services | |
| Human Resources | | Equality and Diversity | |
| Legal | | Integrated Impact Assessment required? | |
| No significant implications in this area | ✓ | Policy and Communications | |

COMMENTS OF THE STATUTORY FINANCE OFFICER

13. The report sets out the Conservative group's proposals for an alternative Corporate Strategy. The proposed projects include some projects which could be delivered within existing resources, some projects which would require additional funding and also some projects which would aim to deliver savings. Further details of the budget implications will be presented as part of the alternative budget proposals in March 2016.

COMMENTS OF THE MONITORING OFFICER

14. No comments

CLLR PAUL LEADBETTER
LEADER OF THE CONSERVATIVE GROUP

CLLR GREG MORGAN
DEPUTY LEADER OF THE CONSERVATIVE GROUP

There are no background papers to this report.