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# A Sustainable Community Strategy for Chorley 2007 - 2025



Version 3.1

## Foreword

Welcome to the re-freshed Sustainable Community Strategy for Chorley. First published in 2005, the strategy sets the vision for the future of Chorley over the next 20 years.

This re-freshed edition has been compiled as a result of the many improvements that have been made to the Chorley Partnership since 2005. We felt it was appropriate to take stock of how far we have come as a borough since 2005 and review where we want to be in 2025.

We have achieved a lot. The increase in jobs created is highest in Chorley than anywhere else in Lancashire. Similarly unemployment is one of the lowest levels in Lancashire. Crime is down and our streets the “cleanest in the County”.

Through feedback with partners and other stakeholders, this year we have re-freshed our long-term Vision and set five key strategic priorities that will guide the Chorley Partnership’s work over the next few years.

This strategy demonstrates the commitment to and success of partnership working in Chorley. Together we can ensure the continued long-term prosperity and regional importance of Chorley.

*Insert signature*  
**Lincoln Shields**

Statement from Chair of Executive?

## **Introduction to Chorley's Sustainable Community Strategy**

The Chorley Borough Community Strategy was produced in 2005 by the Chorley Partnership, in consultation with over 150 organisations and individuals from the public, private and voluntary sectors within Chorley. The strategy was designed to improve the quality of life for the people of Chorley over the next 20 years. Since 2005, a lot of changes have occurred. The Chorley Partnership has been re-structured with new membership. More accurate and up to date information is now available to us on the current picture of Chorley and the challenges facing the borough. The national agenda is changing – climate change and the need to create sustainable communities is now a top priority for all local areas, for instance. A county-wide Local Area Agreement has also now been drawn up with central government, setting out the key targets Lancashire has to achieve.

We have also achieved a great deal since 2005 against our original set of priorities. With all this in mind, we have decided to re-fresh the Community strategy to reflect the priorities for the Borough from 2007 to 2025 and to celebrate the progress we have made since 2005 in achieving the aims of the original Community Strategy. The Community Strategy is now known as the Sustainable Community Strategy, in line with the Local Government White Paper's emphasis on the importance of creating sustainable communities.

This Strategy is for the whole of the Borough of Chorley, from the contemporary market town centre to the beautiful villages, countryside and beyond. It is endorsed by all members of the Chorley Partnership and will be communicated widely to other organisations and groups. It will be reflective of county-wide issues and will be reflected in Ambition Lancashire, the county-wide Sustainable Community Strategy. It has been compiled as a result of listening to the people of Chorley and their vision of Chorley for the future.

### **What this Strategy means for Chorley**

- ✓ Increased life expectancy and life opportunities for some of the most deprived areas
- ✓ £200m investment into the borough and an extra 6500 jobs
- ✓ The safest borough in Lancashire
- ✓ The cleanest streets in Lancashire
- ✓ Stronger communities
- ✓ More affordable housing

## **About the Chorley Partnership**

The Chorley Partnership is the Local Strategic Partnership, or LSP for short, for Chorley. There are over 100 groups and organisations involved in some way with the Partnership. This is to make sure as many different Chorley voices as possible are part of the process.

The Chorley Partnership brings together many different groups and individuals to try to improve life for the people of Chorley. In 2006 there was a revamp of the Partnership, including new members and a new structure.

### **Chorley Strategic Partnership Board**

The Partnership Board is the overarching strategic Partnership and meets four times a year in venues across the Borough. It is made up of over 40 members from the public, private, voluntary, community and faith sectors. The board acts as the centre of a communication network which ensures that key issues for the borough are raised and discussed at the LSP. It also scrutinises performance management information prepared by the Executive on the progress towards the targets in the community strategy.

### **LSP Executive**

The Executive is made up of 8 members, including the chairs of the sub-groups. This group brings together the key decision makers in the borough, enabling them to take on a leadership and governing role. The Executive articulates the needs and aspirations of local people and works with the sub-groups to develop action plans to deliver improved local services.

This group ensures that the Community Strategy is being delivered at an operational level – checking that milestones and targets are being met. It provides the board with quarterly performance information.

The Executive is also made up of members of the former Local Public Service Board, which brought together all the major public sector agencies in the borough. The purpose of this Board was to promote joint planning and resource allocation between public sector organisations in Chorley. Now that the Executive and LPSB are one group, it is hoped that joint working arrangements between the LPSB and other private and VCFS organisations will occur.

Joint working means that financial and people resources are shared, creating efficiencies and drawing on expert advice and experience from Partner organisations. This is particularly important where public money is involved, in order to make the best use of this money and provide excellent value for money to our residents.

### **The sub-groups**

There are 6 sub groups (known as thematic partnerships) that deliver projects on key themes:

Community Safety, Economic Regeneration, Children and Young People, Stronger and more Involved Communities, Health and Wellbeing, Neighbourhood, Streetscene and Environment. The sub-groups are tasked with identifying how best to achieve the partnership's targets. Each group brings with it a wealth of expertise from across the statutory, private and voluntary, community and faith sectors. Every subgroup brings an informed and specialised perspective to the problem solving table.

The sub-groups prepare action plans and deliver projects that make a real difference to Chorley. This is the place where the Chorley Partnership really connects with the wider community. The Partnership has commissioned 6 projects that require partners to work together to deliver on cross-cutting issues. Match funding from partners has meant that total funding for these projects comes to over £330,000.

### **LSP Projects for 2007 and beyond**

#### **The Executive – the Vulnerable Households project**

The Executive is co-ordinating the Vulnerable Households project, which is a joint project with South Ribble LSP and will engage a multitude of public sector agencies such as the Police and the NHS. It will provide support to 'problem' families whose behaviour is impacting on other people's quality of life. The project will identify 15 families in Chorley and 15 in South Ribble, and target support services specific to family needs, and to reduce the negative impact on the rest of the community.

**Economic Regeneration Partnership – Marketing Chorley**

This project will develop the 'Marketing Chorley' strategy, to promote Chorley as a place to invest and bring more quality employment opportunities into the Borough. A high quality promotional brochure will complement the strategy to attract new businesses wanting to locate to the Borough.

**Community Safety Partnership – the MATAC project**

The MATAC (Multi Agency Tasking and Co-ordinating) project will to reduce crime in the Borough through better collaborative working with the police, the council and local residents. We are developing a GIS (electronic map) based system to make sure all partners share information about incidents of crime so that we can then target council and police resources into neighbourhood crime 'hotspots' so that future incidents can be prevented.

**Children and Young People's Partnership – Reducing Teenage Pregnancy in Chorley**

The Children & Young People's Partnership have obtained funding from the Chorley Partnership and the Teenage Pregnancy Local Implementation Grant (LIG) to deliver a targeted action plan for reducing teenage pregnancy in Chorley, by providing better education for young people and improved access to sexual health services.

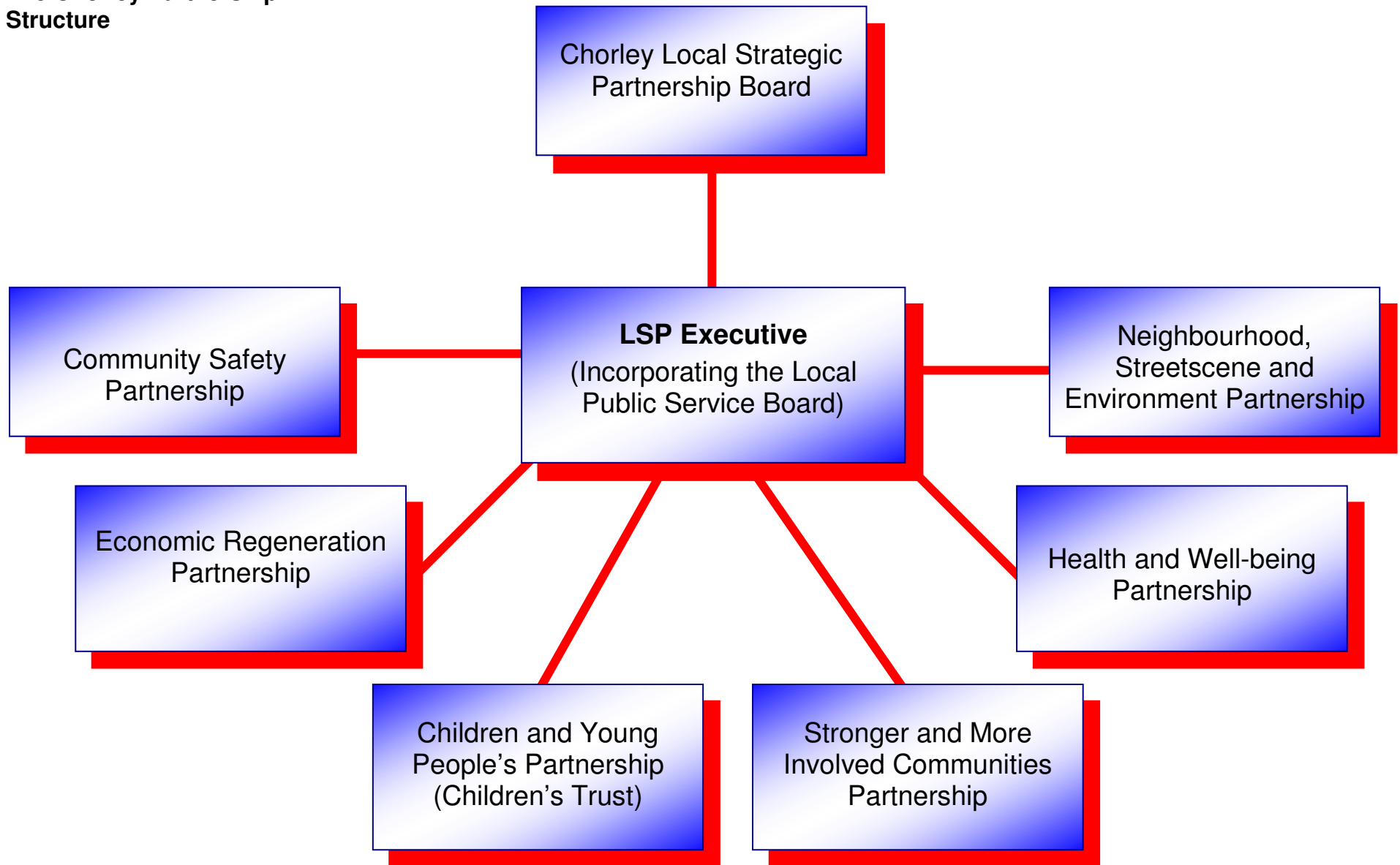
**Neighbourhood, Environment and Street Scene Partnership – Next Steps**

This project will engage the community in the improvement of the physical environment within the most deprived areas of the Borough. The public will be consulted on via the faith, voluntary and community groups in the Borough to identify small scale improvement projects, such as tidying up 'grot spots', a planting scheme, installation of benches, floral displays, etc.

**Stronger and More Involved Communities Partnership – Increasing volunteering in Chorley**

There is currently a wide network of community, voluntary and faith groups operating throughout the Borough, and there is a real need to promote volunteering opportunities in Chorley, so that as many people as possible can get involved. Not only does volunteering help groups with little cash undertake important work but it keeps volunteers active and can help people to secure paid work in the future.

**The Chorley Partnership  
Structure**



## **The Chorley Vision**

*By 2025, Chorley will be leading the way on safe, clean and sustainable neighbourhoods where everyone has equal opportunity to access to public services, good jobs and decent homes. Our contemporary market town of Chorley will continue to strive to be the place other towns aspire to.*



## **Chorley in 2007**

The Borough of Chorley is a unique place with real challenges and opportunities. The location of the borough, just north of the Greater Manchester conurbation, combined with its predominately rural nature with over 80 square miles of some of the most pleasant and varied countryside in Lancashire makes it an excellent location for work and leisure.

The borough is relatively affluent when compared to regional and national indicators. At a county level the figures show that Chorley is one of the least deprived districts in Lancashire. Of the six secondary schools in Chorley, four have higher pass rates than the national average. Despite fears of crime there are in fact low levels of crime in the borough. The level of violent crime has fallen, and compares favourably with Lancashire as a whole. Other crime rates compare favourably with the rest of the country.

Chorley has many of the key components of economic success – an accessible location for business at the heart of Lancashire; a high skilled labour force; well performing schools; an attractive environment with open countryside on the doorstep and a strong economic structure which has significantly out-performed surrounding areas.

Unemployment is generally low. The number of people in the borough claiming unemployment related benefits, at 1.6% of the Borough, is lower than the average figure for the County of Lancashire of 1.9% and the north west unemployment rate of 2.7%. Between 1998 and 2005, Chorley topped the Lancashire table in terms of job creation, having created 23.8% more jobs over this period, compared to a county average of 6.4% increase.

The proximity to the M6, M61 and M65 motorways, the West Coast and Preston to Manchester railway lines, as well as Manchester, Liverpool and Blackpool airports, mean that Chorley is well positioned for access regionally, nationally and even internationally. The borough also provides good access to other neighbouring towns and cities as well as the great outdoors such as the Lake District. Chorley has the opportunity to benefit from the anticipated economic growth and regeneration of the North West as a whole driven by national initiatives such as the Northern Way and the proposed 'Northern Growth Corridor'.

The borough is centred on the thriving market town of Chorley. Chorley is steeped in a rich historical heritage and has a busy town centre. The town centre operates in a very competitive retailing environment because of the number of larger towns located in close proximity to the borough. Preston, Bolton, Blackburn, Southport and Wigan Town Centres are only a short drive, bus or train ride from Chorley. The Town Centre also faces competition from Manchester City Centre and a number of out of town shopping centres such as the Trafford Centre.

Overall the combination of relative affluence, good countryside and accessibility to major centres for work and shopping mean that Chorley is seen as a good place to live and work. In the recent MORI satisfaction survey, 76% of residents said that they think that Chorley is a good place to live.

However, there are challenges facing the borough. The population of the borough is increasing and at the same time becoming more . The total population in Chorley is predicted to rise over the period from 100,449 in 2001 to about 107,700 by 2010 and 115,700 by 2020. During this time, there will be a significant increase in people aged over 55, and a reduction in younger age groups, especially between 30 and 40. As more people live to a greater age the need for care and new ways of providing access to services will increase.

Eight of the borough's Super Output Areas are in the bottom 20% for deprivation nationally. Whilst this is a relatively low number compared to other areas, we need to tackle the causes of deprivation in these areas in order to improve the quality of life for the people who live there.

There are significant inequalities relating to people's health in Chorley. According to the NHS Chorley Health Profile 2007, male life expectancy in Chorley is 76.3 years, which is similar to the national average, whereas female life expectancy, at 80.5 years, means that on average, Chorley females live shorter lives than the national average. Similarly, the binge drinking rate at 22.3%, is above the national average of 18.2%, especially for women. Liver disease caused by alcohol abuse is a particularly significant problem for the borough. When compared to places with similar characteristics nationwide the mortality rate in Chorley was worse than in any of these areas. Life expectancy also dramatically differs between wards in Chorley.

There is a shortage of affordable homes in the borough. A rapid increase in house prices has occurred over the last 2 years. In April 2007, the average house price in Chorley was £169,184, compared to the North West average of £153,112 and the county average of £145,791. Buying a house is becoming increasingly difficult for someone earning a typical income.

Finally, the borough faces stiff competition from neighbouring towns and from Manchester when it comes to jobs. People in Chorley are tending to travel greater distances to work with some 55% of the working population travelling out of the borough for employment.

## **PRIORITIES FOR THE FUTURE**

The Chorley Partnership has re-freshed its priority areas, which will focus on achieving the vision and identifying the actions required to achieve this over the next few years. Key targets that will indicate how well we are performing have also been identified and agreed by Partners.

- Ensuring that Chorley is the pulse of a thriving central Lancashire economy
- Improving life chances for all
- Developing local solutions to global climate change
- Developing the character and feel of Chorley as a good place to live, work and play
- Building Stronger Communities with improved access to services

# PRIORITY 1

## Ensuring that Chorley is the pulse of a thriving Central Lancashire economy

Economic development plays a central role in our vision for Chorley. The Economic Regeneration Partnership aims to stimulate over £200m of new investment, facilitate the creation of over 6500 new jobs and help improve the quality of life for all who live and work in the area over the next 10 years.

### **SUCCESS STORY: The Revolution**

The development of the Strategic Regional Site is having a major impact on Chorley. Chorley and the wider central Lancashire area has been adversely affected by the loss of traditional industries and redundancies. Previously there had been no employment land in the Borough area of sufficient quality to attract major inward investors.

Helioslough's involvement in the Strategic Regional Site has brought added economic benefits to the area. As a direct result of their involvement in the Strategic Regional Site, Helios Properties have subsequently purchased a further 15 acres comprising part of the employment areas on Buckshaw Village and are speculatively developing 20 industrial units totalling 224,000 sq ft aimed at the SME market, together with a hotel, public house and car show room.

This is a flag ship project not only for Chorley but for the Region as a whole. It is illustrative of how the Northern Way issues can be addressed in Central Lancashire with relatively little public sector funding.

We also aim to maximise the opportunities presented by the Regional Strategic Site, the lozenge effect around it taking in the area around Junction 8 M61 and its development as a prestige business park. We also intend to progress our joint working in Central Lancashire by master planning economic development opportunities for the longer term around Junction 9 M62 and Junction 29 M6.

Adjacent to the Strategic Regional Site is Buckshaw Village. Buckshaw Village, which is also situated on the former Royal Ordnance site, covers an area of approximately 170 hectares and is currently being developed as an urban village consisting of 51 hectares - housing, – 50 hectares - employment and 69 hectares - greenspace. The approved Masterplan for the site includes the following:

- 2,000 houses by 2016
- 2 employment areas
- Community facilities, including school, health centre, community centre
- District centre including retail and leisure facilities, in a mixed use commercial core
- Recreational facilities
- 2 listed buildings

- New railway station.

In addition there are a number of road network improvements both within and outside the site. The S106 package is approximately £25 million. Buckshaw Village was bought by a Redrow/Barratt consortium in 2000 and following the remediation of the site they commenced development.

Whilst recent trends indicate further strong economic growth potential, there are a number of challenges ahead, such as the development of Chorley Town Centre, the need to remain competitive and become 'investor ready'. This includes ensuring a good supply of offices and business parks, and further exploiting the success of the Revolution and Buckshaw Village developments.

Chorley Town Centre is well known throughout the North West for its famous markets. The Town Centre boasts a diverse mix of traditional streets, markets, fine buildings and newer developments like Market Walk.

New multi-million pound shopping and leisure developments at Market Walk and Market Street, along with re-invigorated markets, are vital to Chorley's future, to create a contemporary market town, where people can enjoy a wealth of stores and attractions to rival neighbouring cities and shopping centres in the North West. Its redevelopment will take place over the next 10 years and will attract new retail and commercial investment, bringing thousands of new jobs, increasing visitor levels and help generate an "18 hour economy" with a wider range of leisure facilities.

## OBJECTIVES

- 1) Supporting and developing Enterprise
- 2) Improving the transport infrastructure and accessibility
- 3) Providing a portfolio of sites and premises
- 4) A thriving town centre
- 5) Improving skills and addressing worklessness
- 6) Marketing Chorley to the world

Indicator of Success	Baseline	Target - by March 2009	Target 2
Number of jobs created/preserved	226	10% increase year on year	
Number of new businesses established	53	53	
Sq M of business floorspace	41,949	10% increase year on year	

created/improved			
Town centre visitor satisfaction on range and choice of shops	49.3%	Increase by 10%	
Vacant town centre floorspace	9.7%	7%	
% reduction in median workplace earnings gap between Chorley and Lancashire	3.2% (April 2005)	2.7%	
% of Chorley people (working age) moving into sustainable employment and ceasing to claim Incapacity Benefit and Income Support	14.1 (Sep 2006)	0.2% below the national average	

# PRIORITY 2

## Improving life chances for all

Whilst Chorley remains a relatively affluent Borough, significant **health inequalities** still exist between sections of the population.

- A child born in Clayton-le- Woods North could expect to live 7.2 years less than that of a child born in the Astley and Buckshaw ward. Life expectancy is determined by many social factors, including education, access to health, housing, employment and lifestyle.
- Alcohol related harm and binge drinking<sup>1</sup>, are above the national average.
- Months of life lost from alcohol related conditions in women are also well above the national average.
- Mortality rates from chronic liver disease caused by alcohol abuse have also been increasing.
- Obesity is also a health concern within Chorley, as it is throughout the rest of the country. Obese people are more likely to suffer from heart attacks and strokes, high blood pressure, diabetes, arthritis and some types of cancer. Children and young people who are obese are more likely to experience psychological and mental health disorders.

### Teenage pregnancy

Teenage pregnancy is strongly associated with the most deprived and socially excluded young people.

The risk of teenage pregnancy is greater when these factors are present:

- Low Educational attainment and disengagement from school
- Risky Behaviour - in terms of early onset of sexual activity, alcohol and substance misuse and poor contraceptive use;
- Family or Background factors, for example low parental aspirations for their children's achievements, living in care, being the daughter of a teenage mother.

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<sup>1</sup> defined as adults who consume double the daily recommended maximum levels or more in a single drinking session

The realities and consequences of becoming a teenage mother or father are stark, seriously limiting a young woman and her child's opportunities in life. The Chorley Partnership sees the culture of teenage pregnancy in some areas of Chorley as a significant area of concern in our work to address inequality in the borough.

The South Lancashire Teenage Pregnancy Partnership is actively working together to deliver the Teenage Pregnancy action plan developed to address higher conception rate 'hotspots' within the Borough and the most vulnerable young people.

- In Chorley, the overall rate of under-18 conceptions has **risen** from the 1998 baseline of 41.0 (per 1000 15 – 17 year olds), to 45.3 in 2005.
- This is significantly higher than the 2005 Lancashire average of 41.5 an overall **decrease** of 14.6% and the National average conception rate of 41.3.
- When the data is broken down by ward level, there are noticeable pockets of teenage conceptions that are increasing even more significantly. The wards most affected are: **Chorley East; North East; South East and South West**, which between them have an average of 65.0 per 1000 15 - 17 year old females.

The Government's Teenage Pregnancy Strategy, launched in 1999, requires all Local Authorities, by 2010, to reduce the rate of under-18 conceptions by half and to increase to 60% the proportion of teenage mothers in education, training or employment to reduce their risk of long term social exclusion.

### **Affordable Housing**

Chorley is such a popular place to live and work that factors such as the national trend of rising house prices, increasing economic development and inward migration of households to Chorley, mean increasing pressures on the local housing market and in particular, social rented accommodation.

Affordability is a significant issue for Chorley residents. The average gross annual household income in Chorley during 2006 was £33,000, with an average three-bedroom property in Chorley costing £169,184. **Therefore, in order to purchase a property, households would need to borrow at a level of 5.1 times their salary.** The Chorley Borough Housing Needs and Demand Study 2004 found that 7.8% of households felt that they were living in unaffordable accommodation.



The housing waiting list for social rented accommodation has almost doubled in recent years to approximately 6,000 applicants, exacerbated by a lack of private rented accommodation and local aspirations for home ownership, which has created a situation where many households within the Borough are unable to obtain accommodation.

**OBJECTIVES**

- 5) Target multi-agency resources to reduce pockets of inequality in the 8 'Super Output Areas' in Chorley
- 6) Reduce the gap between Chorley and the rest of Lancashire / England in health inequalities including alcohol related harm, life expectancy and other illnesses
- 7) Achieve a reduction the teenage pregnancy rate
- 8) Increase the number of affordable housing units within the borough and to explore other methods of providing affordable homes.

<b>Indicator of Success</b>	<b>Baseline</b>	<b>Target</b>	<b>Target 2</b>
Reduction in number of Super Output Areas classed as 20% most deprived	8		
Reduction in inequality of life expectancy between highest and lowest wards	7.2 years		
Reduction in months of life lost through alcohol related harm - males	9.12 months		
Reduction in months of life lost through alcohol related harm - females	6.94 months		
Reduce binge drinking	22.28 (as at 2005)		
Reduction in teenage pregnancy rate	45.3 per 1000 16-18 year olds in 2005	20.5 per 1000 16-18 year olds by 2010	
Increase in number of affordable houses built	10	90 by 2008/9 ?	150 by 2010/11 ?

# PRIORITY 3

## Developing local solutions to global climate change

Climate change is happening, and the evidence is becoming increasingly clear. We have entered an age of 'climate uncertainty' and can now expect more extreme weather, such as flooding, droughts and heavy storms. To stabilise the atmosphere, global scientists tell us that a 60% reduction in greenhouse gas emissions is necessary. That is why climate change is now the most important environmental challenge facing society. In order to tackle climate change, co-ordination, commitment and innovations will be required from all sectors of the community.

There are lots we can do to tackle climate change locally. For a start, Chorley has already made huge strides in recycling rates already, compared to the rest of the country. Recycling in the borough has increased significantly: from 23.72% in 2003/4 to 43.96% by the end of 2006/7. This means that the residents of Chorley are currently recycling more than the average amount of waste recycled – making us one of the top performing boroughs in the country!

There is still a lot of work to be done in cutting our carbon emissions. Chorley is ranked 5<sup>th</sup> highest out of all of Lancashire for domestic carbon dioxide emissions (the gas released when we use energy in the home) which is a significant contributor to global warming. The Chorley Local Development Framework sets out the strategic planning guidance for the borough and has an emphasis on promoting sustainable development through reducing carbon emissions, managing water supplies, encouraging waste recycling and the promotion of renewable energy capture. It also places importance of ensuring that all new houses built conform to strict energy efficiency regulations with the aim of being carbon neutral by 2016.

Household CO2 emissions make up only 9% of the Borough's total CO2 emissions however. When we look at the figures for total carbon emissions (including industrial, commercial and road emissions) for Chorley compared to the rest of Lancashire, Chorley scores 4<sup>th</sup> highest in CO2 emissions at 10.32 tonnes per person living in Chorley per year.

The Government has set a target to reduce greenhouse gas emissions by 60% by 2050. To meet this, everyone – government, businesses and households – needs to act together. This is where the Chorley Partnership can co-ordinate our joint efforts in tackling this issue. **In its Community leadership role, Chorley Council is committing to reduce its CO2 emissions by X% by 2009/10, for instance.**

### THE CLIMATE CHANGE FUND

Starting in October 2007, the 12 Lancashire Locals committees will have a new climate change fund of £750,000 over three to support community projects on climate change.

Projects will be sought to help reduce greenhouse gas emissions or help communities cope with the inevitable impacts of climate change (adaptation). The fund will also lever in additional external funds from, for example, government or regional grants; the group's own resources, or from other local or national funding sources.

Examples of projects might include: raising awareness and communications work at local level of the urgent need to tackle climate change; community 'micro renewable' energy schemes, carbon capture through tree plant, peat bog restoration or other sequestration methods; mini wind turbines and solar panels on community buildings; energy efficiency measures.

### OBJECTIVES:

- 9) Significantly reduce Chorley's carbon footprint and impact on the environment
- 10) Adopt a climate change strategy for Chorley to co-ordinate our joint response to reducing global warming

Indicator of Success	Baseline	Target	Target 2
A reduction in domestic CO2 emissions	2.87 tonnes per head of population		
A reduction in Chorley's overall CO2 emissions	10.32 tonnes per head of population		
An increase in household recycling (including household waste recycled and household waste composted) in Chorley	44.47%	50% by the end of March 2010	
All partner organisations of the Chorley Partnership to undertake an audit of their CO2 emissions and agree to reduce their carbon footprint			

Chorley Borough Council to reduce its carbon footprint			
Produce a climate change strategy for Chorley agreed by all Partners.		Climate Change Strategy for Chorley in place by 2008	

# **PRIORITY 4** **Developing the character and feel of Chorley as a good place to live, work and play**

In the recent MORI Chorley Residents Satisfaction survey, 76% of residents said that they think that Chorley is a good place to live and that the 3 most important factors that make Chorley a good place to live are:

- Low levels of crime
- Clean streets
- Good health services

In these areas, Chorley out-performs most of the country. For instance, 60% of residents feel satisfied with the way the area is kept free of litter. Chorley's streets have been deemed "the cleanest in Lancashire" by the independent Audit Commission. A total of 86% of the population felt safe during the day, which was an increase of 10 percentage points from 2003.

Chorley's culture and way of life is another important factor to how people feel about the Borough as a place to live. Cultural activity is also important in improving the quality of people's lives and in tackling social exclusion – participating in cultural activities can improve people's health, reduce anti social behaviour, crime, provide educational benefits – the list is endless.

Chorley has a lot to offer its residents and tourists of the region. From beautiful countryside, such as the Yarrow Valley Country Park to heritage sites such as the Elizabethan Astley Hall, Chorley has a wealth of cultural attractions serving the people of Chorley and visitors to the region. Each year there are a series of cultural, sporting and community events, including Midsummer Festival, Play Day and the Youth Games, to name but a few.

In terms of leisure facilities in the Borough, 60% of residents say that they are satisfied with sports and leisure facilities in Chorley. There are a good range of sports facilities in the Borough including 3 Council leisure centres, 2 public swimming pools, 2 private leisure centres with swimming pools (Next Generation and Park Hall) and numerous gyms. There are a number of Golf Courses in the Borough including an 18 hole municipal owned course at Duxbury, south of Chorley town. Like cultural activity, investment in sports and leisure can be effective in tackling health inequalities amongst the population of Chorley, as well as getting people involved in their communities. Indeed, the satisfaction survey revealed that the most problematic anti-social behaviour concerns that residents have are parents not taking responsibility for the behaviour of their children (61% saw this as a problem) and teenagers on the streets with nothing to do (61% also saw this as a problem). There are many initiatives taking place that aim to involve children and young people in activities, most notably the Get Up and Go programme,

which is delivered with partners such as Chorley Borough Council, the Police, Youth Service, schools, parish councils, sports clubs and arts groups.

### **SUCCESS STORY: GET UP AND GO**

The Get up and Go programme is a young people's activity programme offering a wide variety of sports, arts and music activities.

Originally launched as a summer holiday activity scheme in 2003, Get Up and Go! is now a year-round Scheme, offering 400,000 places throughout the year. Activities are provided at locations across the borough including community centres and recreation grounds in Community Safety target areas.

From the outset, the range of activities on offer has been deliberately wide ranging and imaginative, to grab the attention of the borough's young people, including:

- Sports - multi skills, gym club, football, cheerleading, basket ball
- Art and crafts – photography, art, graffiti art, drama
- Outdoor adventure – river studies, archery, fishing, conservation tasks
- Music – DJ workshops, guitar lessons

Get Up and Go! is strongly linked to our work with Community Safety Partnership's target areas in terms of the provision of diversionary activities for young people. In 2005/06, 54% of participants were from Community Safety Target areas.

The Get Up and Go! programme is not just about Chorley Council providing activities – it is a balancing act between direct and indirect provision. The Council works closely with its "Cultural Champions" who were created in parishes and local communities and encouraged to set up their own schemes. They are given advice on how to identify and access lottery funding so even more activities can be set up for young people.

### **Community Cohesion**

Chorley is predominantly a population of White British ethnicity, with a relatively small ethnic minority (2.9%). This has increased from 1.1% in 1991. The main minority ethnic groups are White Irish, Indian, Pakistani, Black Caribbean and Chinese. A significant Polish community also

now exists within the Borough. In the recent MORI residents' satisfaction survey, 63% of people feel that their local area is a place where people get on well together.

In terms of faith, Chorley has a diverse community and a variety of faiths are represented. The Borough has a number of active faith forums that promote faith and diversity, such as Churches Together, the Chorley Multi Faith Forum and the Ethnic Minority Consultative Committee. The Faith sector is also represented on the Stronger and More Involved Communities thematic group.

The LSP is developing a community cohesion strategy in conjunction with the Stronger and More Involved Communities sub-group which will seek to further strengthen the community cohesiveness of Chorley, ensuring that all residents feel part of One Chorley, to bring about shared understanding and tolerance of other cultures and beliefs.

<b>OBJECTIVES:</b>			
11) Chorley to be the safest Borough in Lancashire			
12) Increase in overall resident satisfaction with Chorley as a place to live			
13) A cohesive Chorley, where all residents feel part of the community regardless of where they live, age, religion or ethnicity			
14) Raise the profile of culture in Chorley			

<b>Indicator of Success</b>	<b>Baseline (as at 2007)</b>	<b>Target</b>	<b>Target 2</b>
Increase in % of people satisfied with:			
Museums	25%	53% by 2009/10	
Sports facilities	60%	65% by 2009/10	
Theatres	22%	55% by 2009/10	
Parks & Open Spaces	75%	80% by 2009/10	
Reduce crime in the Borough			
Improvement in satisfaction with Chorley as a place to live	76%	86% by 2008/9	
Increase in % of people who feel			

that the urban and rural environment has improved			
Improvement in street cleanliness measure	7%	4.7% by 2008/9	



# PRIORITY 5

## Building stronger communities with improved access to services

Improving people's access to services, particularly vulnerable people such as older people, is a key priority of the Chorley Partnership.

- Evidence shows us that there is a direct link between this and social inclusion and the increased well-being of our residents.
- Streamlined services, where public sector organizations share resources and information, are essential in order to provide a good customer service experience and value for money for the people of Chorley.

The Chorley Partnership helps to co-ordinate multi-agency projects that require public sector organisations (like the Police and the PCT, for example) to work together more efficiently, sharing resources and information to deliver the right services to the right people.

In the 2006 MORI survey, 87% of residents said that it was easy to access a GP's surgery in their area. 86% said they found it easy to access pharmacy services and 75% said it was easy to access hospital services. This varies from place to place, however, and in the central 5 wards (Chorley North East, East, North West, South East and South West) 84% of people said they found it harder to access a GP surgery, compared to 91% of people from south and west Chorley who said accessing a GP's surgery was easier to do.

Without an effective transport network many people can easily become socially excluded. Initiatives such as the NoWcard entitles people over the age of 60 to travel anywhere in Chorley for free and anywhere in Lancashire for a 50p flat-fare within certain times. Effective transportation networks will also become more important in our work to collectively tackle climate change in the future.

Engaging people in decision making is also an area for improvement in Chorley, after only 27% of respondents to the MORI satisfaction survey said that they were satisfied with opportunities to participate in decision making. Chorley Borough Council and its Partners have responded to this by setting up community forums to engage with the public. Members of the public can now speak at full Council, Executive cabinet and Overview & Scrutiny committee meetings.

The Council's own community centres alone offer a great neighbourhood asset with over 6,000 hours of Community usage in 2006/07. Added to these are village and church halls, as well as schools and other venues that are widely used by community, voluntary and faith sector

groups. In 2007 Tatton Community Centre in Chorley East will become the second of the Council's community centres to be transferred into management by their local community - another example of the strong community networks that exist within Chorley.

The voluntary sector in Chorley is an essential element of getting people involved in their communities, and is a vital component to a successful and prosperous borough. The voluntary sector is represented on the Chorley Partnership's Stronger and More Involved Communities thematic partnership. Community groups and voluntary organisations provide services, regenerate neighbourhoods, increase volunteering and tackle discrimination, in partnership with local public bodies. The Stronger and More Involved Communities Group is striving to ensure that volunteering opportunities in Chorley are promoted across the Borough.

<b>Objectives:</b>	
<b>15)</b>	Ensure a highly performing transport network serving all citizens of Chorley
<b>16)</b>	Reducing the need to travel to access services
<b>16)</b>	Improve opportunities for the public to participate in decision making
<b>17)</b>	To promote the voluntary sector in Chorley and the opportunities to get involved and make a difference

Indicator of Success	Baseline as at 2006/7	Target	Target 2
% of residents who think that over the last 3 years public transport has got better or stayed the same	74%	78% by end of 2009/10	
Increase in satisfaction with feeling involved in decision making	28%		
To increase volunteering in Chorley <sup>2</sup>	62 %		
To increase satisfaction with access to services overall <sup>3</sup>	78%	81% by 2009/10	

<sup>2</sup> Defined as undertaking at least one form of unpaid or voluntary work in the last 12 months

<sup>3</sup> This indicator is made up of a collection of performance indicators collected in the BVPI survey such as access to GPs, Libraries, police station, etc