

CORPORATE STRATEGY OVERVIEW 2007/08 - 2009/10

Our Vision

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.

PRIORITY	PROSPERITY	PEOPLE	PLACE	PERFORMANCE		
STRATEGIC OBJECTIVE	<p>1. Put Chorley at the heart of regional economic development in the Central Lancashire sub-region</p> <p><i>Leads:</i> Cllr P Malpas Jane Meek</p>	<p>2. Improving equality of opportunity and life chances</p> <p><i>Leads:</i> Cllr P Case Lesley-Ann Fenton</p>	<p>3. Involving people in their communities</p> <p><i>Leads:</i> Cllr J Walker Donna Hall</p>	<p>4. Develop local solutions to climate change.</p> <p><i>Leads:</i> Cllr P Malpas Jane Meek</p>	<p>5. Develop the Character and feel of Chorley as a good place to live</p> <p><i>Leads:</i> Cllr P Goldsworthy Donna Hall</p>	<p>6. Ensure Chorley Borough Council is a performing organisation</p> <p><i>Leads:</i> Cllr P Goldsworthy Lesley-Ann Fenton</p>
LONG TERM OUTCOME	<p>1.1 A vibrant local economy</p> <p>1.2 Thriving Chorley Town Centre</p> <p>1.3 Average earnings in line with country average</p>	<p>2.1 Number of SOA's in worst 20% will reduce</p> <p>2.2 Improve 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 Improved access to public services</p> <p>3.2 People will be involved in decision making and in improving the well being of their communities</p>	<p>4.1 The Council's environmental footprint will be reduced</p> <p>4.2 An improved local environment</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 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>
MEASURES and TARGETS	<p>Outcome 1.1</p> <ul style="list-style-type: none"> Number of new business established. Target 53 p.a. Number of new businesses established and sustained for 12 and 24 months. Target 82% and 76% March 2010 <p>Outcome 1.2</p> <ul style="list-style-type: none"> Town Centre Visits. Target 38,542 by 2010. Town Centre visitor satisfaction in range and choice of shops. Target 50% by 2009/10. Vacant Town Centre Floor Space. Target 6.5% by March 2010. <p>Outcome 1.3</p> <ul style="list-style-type: none"> Median workplace earnings in the Borough. Target increase earnings gap to 2% above the Lancashire average by March 2010. Number of Chorley residents moving into sustainable employment and ceasing to claim incapacity benefit and income support. Target 0.2% below the national average. 	<p>Outcome 2.1</p> <ul style="list-style-type: none"> Reduce the number of neighbourhoods in the 20% most deprived nationally. Target achieve local targets for each area by March 2010. <p>Outcome 2.2</p> <ul style="list-style-type: none"> % decrease in teenage pregnancies. Target 55% by March 2010. Increase the number of visits young people make to leisure facilities. Target 462,994 visits p.a. by March 2010. <p>Outcome 2.3</p> <ul style="list-style-type: none"> Increase the % of older people involved in physical activity. Target increase to 20% by March 2010. Increase the % volunteering amongst older people. Target 64% by 2009/10. <p>Outcome 2.4</p> <ul style="list-style-type: none"> Increase the % of schools with healthy schools accreditation. Target 100% by March 2010. Increase the number of visits to leisure facilities. Target 800,000 visits p.a. by March 2010. <p>Outcome 2.5</p> <ul style="list-style-type: none"> Increase the % of people in rural wards satisfied with the Borough as a place to live. Target 95% by 2009/10 	<p>Outcome 3.1</p> <ul style="list-style-type: none"> To maintain customer satisfaction with the service received from 'Contact Chorley'. Target 97% p.a. Increase the number of appropriate Council Services accessible through 'Contact Chorley'. Target 100% by March 2008. Increase the number of self service interactions through the Council's website. Target 10% increase in baseline each year of the strategy. Increase the number of appropriate Council Service available via 'self service'. Target 100% by March 2010. To lift performance in the partnership target neighbourhood working areas to the Borough average (Measured through BVPI 199A, B & C). % of Council buildings accessible to disabled people. Target 96% by March 2008. <p>Outcome 3.2</p> <ul style="list-style-type: none"> % of people dissatisfied with opportunities to participate in decision making will decrease. Target 18% by 2009/10. % of people who have worked in a voluntary capacity during the last 12 months. Target 65% by 2009/10. % of people who feel that their communities are places where people get on well together will increase. Target 79% by 2009/10. 	<p>Outcome 4.1</p> <ul style="list-style-type: none"> Tonnes of Carbon Dioxide emissions reduced via energy efficiency grants. Target reduction of 1000 tonnes by March 2010. Reduction in energy usage. Target 10% reduction by March 2010. Reduction of waste to landfill. Target 0.2% reduction by March 2010. <p>New Outcome 4.2</p> <ul style="list-style-type: none"> Recycling and composting performance (BV82). Target 50% by March 2010. Satisfaction with recycling (BV90). Target 73% by 2009/10. % increase in people reporting that the urban and rural environment has improved. Target increase by 10% by 2009/10. 	<p>Outcome 5.1</p> <ul style="list-style-type: none"> Increase the % people satisfied with the Borough as a place to live. Target increase to 80% by 2009/10. Increase the % of people satisfied with parks and open spaces. Target increase to 80% by 2009/10. The number of parks receiving green flag status. Target 3 parks by March 2010. % of land assessed as having combined deposits of litter and detritus. Target 4.7% by March 2010. <p>Outcome 5.2</p> <ul style="list-style-type: none"> % of private sector housing empty for 6 months or more. Target 0.5% by March 2010. Affordable dwellings completed. Target 250 units by March 2009. <p>Outcome 5.3</p> <ul style="list-style-type: none"> Improve feelings of safety during the day. Target 90% by March 2008. Improve feelings of safety during the night. Target 50% by March 2008. Reduce Crime in the Borough (Target 15% by March 2008 in line with PSA1 targets) 	<p>Outcome 6.1</p> <ul style="list-style-type: none"> Satisfaction with the way the Council runs things. Target 60% by 2009/10. To maintain efficiency savings of 3% per annum. <p>Outcome 6.2</p> <ul style="list-style-type: none"> % of Sustainable Community Strategy Projects achieved. Target 90% by March 2010. <p>Outcome 6.3</p> <ul style="list-style-type: none"> Staff satisfaction. Target 90% by March 2010. <p>Outcome 6.4</p> <ul style="list-style-type: none"> Improve CPA score and achieve a positive Direction Of Travel. Target achieve a CPA score of "Excellent" in 2008. % of Corporate Strategy projects achieved. Target 90% by March 2010. % of BVPI's in Upper Quartile. Target 45% March 2010. % of BVPI's improving. Target 80% March 2010.
KEY PROJECTS 2007 - 2008	<ul style="list-style-type: none"> Submit a proposal for an enterprise/green technology centre (1.1) Develop a succession strategy for the strategic regional site (1.1) Develop a three year investment strategy for the Town Centre including Market Walk (1.2) Deliver Market Walk phase two (1.2) Develop and deliver a markets action plan (1.2) Develop Chorley's first employment charter (1.3) 	<ul style="list-style-type: none"> Deliver the vulnerable families project (2.1 & 2.2) Establish Chorley's children's trust arrangements (2.2) Implement the Chorley Council elements of the play strategy (2.2) Deliver the 50+ active generation project (2.3) Develop the local sport and physical activity alliance (2.4) 	<ul style="list-style-type: none"> Undertake customer profiling and develop an action plan (3.1) Determine neighbourhood working arrangements (3.1) Refresh the consultation and participation strategy and develop an action plan (3.2) Produce an action plan for the community forum areas (3.2 & 2.5) Development of a community plan for Buckshaw (3.2) 	<ul style="list-style-type: none"> Develop a climate change strategy for Chorley Council (4.1) Recycling and refuse contract renewal (4.1 & 4.2) Develop a sustainable resources development plan for the Borough (4.2) 	<ul style="list-style-type: none"> Continue to improve the green corridor of Chorley (5.1) Develop an affordable housing framework (5.2) Establish a choice based lettings scheme (5.2) Continue to develop the Multi-Agency Task and Coordination project to improve community safety (5.3) 	<ul style="list-style-type: none"> Implement the Chorley BPA blueprint (6.1) Develop a locality plan to improve two tier local government (6.2) Deliver five pump primed projects in the LSP (6.2) Implement a shared Finance services with SRBC (6.3) Develop a workforce plan (6.3) Implement CRM (6.3) Improve the Councils CPA score (6.4)