

## ALTERNATIVE INVESTMENT PROPOSALS

## APPENDIX A

### RECURRENT ITEMS

Recurrent Items	Description	Proposed Budget
Chorley Council Events Programme	The council's programme of events continues to demonstrate significant benefits for the borough, attracting new visitors and raising the profile of Chorley. The alternative budget will reduce the events budget through focussing the programme on the events that are most sustainable and that attract greater commercial interest and income.	£90,000
Digital Inclusion Officer	This ongoing budget will ensure that all residents are able to access high quality public services and take an active part in their community. This budget will support and enable the delivery of the Council's digital strategy including digital inclusion activity, for example IT training sessions delivered in the IT suites of the council's community centres. The alternative budget will increase this provision as per the proposals outlined in the following table.	£20,000
Chorley Works	Access to high quality employment and education opportunities is a priority. Chorley Works has been successful in delivering a number of employment-related interventions for local residents.	£39,000
Employee Health Scheme	Maintaining positive levels of staff wellbeing is important to ensuring a productive and efficient workforce, therefore this budget will continue the current healthcare cash plan scheme or a further year.	£20,000
Enhanced Enforcement Team	The new team will strengthen and improve the council's enforcement services, refocus the work of the neighbourhood officers and demonstrate the councils commitment to taking a more proactive approach to enforcement.	£44,500
Enhanced Homelessness Service	This budget will support the council's response to the requirements of the new Homelessness Reduction Act by putting in place the necessary resources to fulfil new obligations for homelessness prevention.	£50,000
Refresh of the local plan	The council will be refreshing the local plan over the coming 3 years. This provision is put in place to support the refresh process with the majority of the costs, including staffing, assumed to be shared with South Ribble Borough and Preston City Councils. £100k represents Chorley Council's share of the annual ongoing costs.	£100,000
<b>TOTAL RECURRENT INVESTMENT</b>		<b>£363,500</b>

PROPOSALS FOR NEW INVESTMENT – 2018/19

Project	Description	18/19 revenue budget	Capital budget
<b>A place where people start well, live well and age well</b>			
Create an additional Community Support Digital Inclusion Officer Post	An additional Community Support Digital Inclusion officer post will be appointed to widen the scope of the Councils digital inclusion agenda to include convenience and lifestyle technology such as contactless payment and smart media. The post will also support community organisations and parish councils who are willing to embrace digital working and collaboration with the Council. Focus will be given to work with Parish Council's to deliver in rural areas.	£40,000	
Establish a community connectivity and inclusion fund	Establish a social inclusion grant fund to be administered by the Health and Wellbeing team in response to applications from organisations or local groups delivering targeted work to address social isolation across the borough.	£20,000	
Develop targeted wellbeing schemes	<p>Develop schemes to improve the health and wellbeing of key target groups using existing community and council assets to build skills and strengthen personal resilience.</p> <p>Following an options appraisal to establish available assets, land and funding, the project will look to develop an initiative that builds on the concept of community gardens and 'Men in Sheds' by using practical skills to increase social interaction, informal learning and environmental contribution.</p>	£20,000	
<b>A better place to shop and do business</b>			
Development of a leisure/restaurant complex	The project will deliver a new leisure and restaurant complex on the former Royal Oak and Gala Bingo site to support the local town centre and evening economy and also generating a sustainable revenue income stream for the council.		£8,750,000
Reinvigorate Chorley's retail offer	<p>This project will reinvigorate Chorley's retail offer with a more unique and diverse range of independent shops to provide an appealing alternative to the recognised high street chains available in the wider geographical area.</p> <p>Targeted business development and promotion activity will work towards attracting a wider variety of traders and independent retailers to the borough, increasing the quality</p>	£110,000	

	<p>of the current retail environment with more lifestyle outlets and specialist shops.</p> <p>This improved retail offer will see Chorley targeting a higher value market segment of residents who may otherwise travel out of the borough and new visitors looking for a different type of retail experience.</p>		
Establish and deliver independent retail grants	<p>Establish and promote the Chorley 'Independent Retail Fund' to support activity to attract a wider range of unique shops into Chorley Town Centre as part of a more diverse and vibrant offer.</p> <p>This investment will provide a targeted grant scheme to incentivise new independent businesses to set up in Chorley or to grow existing independent businesses, and also encourage the creation of local independent/artisan trader networks.</p>	£125,000	
Developing economic growth in the borough	<p>A revenue budget of £100k will be set aside to match the cost of borrowing approximately £2m. This £2m will be used to match fund collaborative investment projects with partners such as developers and local business to invest in economic regeneration within the borough.</p>	£100,000	
Deliver a programme of improvements to the Chorley Markets	<p>Deliver improvements to the existing Chorley Markets to make the most of Chorley's strong market tradition and heritage as part of developing a more unique and vibrant retail and leisure experience.</p> <p>A programme of improvements will trial the introduction of new and alternative market features and formats including increasing the number of outdoor market days, summer evening markets, artisan markets and food court style layout. Further improvements would consider physical enhancements to the market setting including a semi-permanent purpose built outdoor space.</p> <p>Improvements will maximise the market contribution to both the daytime and evening economy, encouraging people to stay longer and spend more in Chorley town centre. It will also increase the income from the markets.</p>		£100,000
Improve the look and feel of the town centre streetscene	<p>This project will undertake an extensive redevelopment of the town centre streetscene to establish Chorley as a unique retail destination. The development will build on the town's heritage to re-profile the retail and leisure offer including significant physical changes to key shopping streets.</p>		£1,000,000

	A full masterplan will be developed and implemented including a programme of consultation with key forums and traders.		
<b>A better place for learning and earning</b>			
Undertake a needs analysis of educational requirements in Chorley	This project would be to commission a piece of work to understand education need and projected demand (school places, sixth form provision and skills provision) within Chorley. This work would then be used as an evidence base to be presented back to Lancashire County Council to be used in their consideration and planning of school places across the borough. Taking into account the special needs of our villages and rural areas.	£25,000	
Develop and deliver a Chorley apprenticeship scheme	<p>This initiative would challenge local businesses to pledge a target number of new apprenticeship places over the next two years.</p> <p>This project will establish a scheme to work alongside the Apprenticeship Levy Fund for SME's and provide grants to supplement employers' allowance of £15,000 per apprentice to encourage local take up of the scheme.</p> <p>The grants will incentivise local organisations with 'top up' funding to support apprenticeships within their business and ensure that any barriers to take up for organisations are removed.</p> <p>Increased take up of apprenticeships will support better opportunities for young people, a broader range of options on leaving school or college and help companies thrive in Chorley.</p>	£100,000	
<b>A better place to visit</b>			
Establish a Tourism Manager post	A specific tourism development post will be established to review the current approach to marketing and tourism to identify how we can better promote Chorley to new visitors. Activity will focus on highlighting Chorley's existing assets and cultural heritage to develop a bespoke and distinct tourist offer. This could include a heritage trail, local history exhibition and improved connectivity between local points of interest, for example, the town centre and Astley Hall.	£50,000	
Improve the borough wide leisure offer for young people	Undertake in-depth consultation and engagement with young people from across the borough to understand their leisure needs, priorities, preferences and accessibility, in light of reducing county wide provision. This intelligence would shape the design and delivery model for future services.	£40,000	

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	TOTAL	£630,000	£9,850,000
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