

Corporate Strategy 2021



An ambitious council that does more to meet the needs of residents and the local area

We will:

- Deliver an even better customer experience and increase access to services for everyone
- Deliver street level improvements to ensure cleaner, greener streets and neighbourhoods across the borough
- Join up public services by working with our partners through the Chorley and South Ribble Partnership
- Deliver the Future Workplace Strategy

A strong local economy

We will:

- Provide support for enterprise across the borough post Covid
- Refresh the economic development strategy
- Complete the town centre projects including market renovations
- Deliver Strawberry Meadows employment site

Involving residents in improving their local area and equality of access for all

We will:

- Launch Astley Hall attraction and visitor experience
- Lead activity to address climate change including tree planting
- Deliver actions to increase digital skills and across the borough

Clean, safe and healthy homes and communities

We will:

- Open the Tatton Gardens Extra Care development and community facilities
- Work with partners and residents to improve local play and community facilities across the borough
- Deliver affordable housing within the borough

Our vision:

A proactive community leader, supporting the borough and all its residents, whether in rural or urban areas, to reach their full potential through working in partnership to deliver services that achieve the best outcomes for local people and protect vulnerable people.



Chorley will have:

- A council that consults and engages with residents
- An ambitious council that continually strives to improve
- Cohesive communities in and around our rural and urban areas

How we will measure progress:

- % Households living in fuel poverty better than the North West average
- 40% of service requests received online
- Less than 20% of customers dissatisfied with the service they have received from the council
- 70% residents satisfied with the way the council runs things
- 60% residents who feel that Chorley Council provide value for money
- 700 people referred to social prescribing, including Population Health Management



Chorley will have:

- Residents who take pride in where they live and their achievements
- Residents who are all able to take an active part in their local and wider community
- Easy access to high quality public services, both face to face and online

How we will measure progress:

- Less than 3 SOA's in the worst 10%
- 57% population with NVQ level 3 or above
- 300 people attending online digital skills sessions
- 85% people satisfied with their neighbourhood as a place to live
- 25% of people who regularly participate in volunteering
- 25% of people who feel they cannot influence decision making in their local area
- People who participate in a volunteering opportunity (as a result of an intervention by the Employment Service)
- The number of claimants as a proportion of resident population of area aged 16-64



Chorley will have:

- A vibrant town centre and villages
- A strong and expanding business sector across the whole of the borough
- Access to high quality employment and education opportunities across the borough

How we will measure progress:

- Overall employment rate greater than 80%
- 200 projected jobs created through Chorley Council support or intervention
- 3% of 16 - 17 year olds who are not in education, employment or training (NEET)
- 0.5% growth in business rate base
- Median workplace earnings in the borough better than North West average
- Earnings by place of residence better than the North West average
- 2% increase in visitor numbers



Chorley will have:

- Clean and safe streets
- Reduced health inequalities
- A wide range of quality recreational activities
- High quality, affordable and suitable housing
- High quality play areas, parks and open spaces in both urban and rural locations

How we will measure progress:

- Visits to Council's leisure centres - baseline
- 100 volunteer community groups supported to improve by the Council
- 100 affordable homes delivered
- Less than 150 long term empty properties in the borough
- 15 parks, open spaces and playing pitches improved linked to strategy delivery
- % of household waste sent for reuse, recycling or composting better than previous year
- 70% satisfaction with street cleanliness
- 90% of the population feeling safe during the day
- 70% of the population feeling safe at night

