

# Corporate Strategy

2021/22 - 2023/24



**Cllr Paul Foster**  
Leader of South Ribble  
Borough Council

“A healthy and happy community, flourishing together in a safer and fairer borough that is led by a council recognised for being innovative, financially sustainable and accountable”.

This time last year we set our new vision and four key priorities. I'm pleased and excited to say that despite challenging conditions, we are now seeing this vision come to life.

We have delivered actions to make sure that we are an exemplary council. We are doing more to grow a fair local economy by supporting businesses, setting up a credit union and developing big plans for transforming the town centre.

We are seeing more good quality homes, real action to reduce carbon emissions and improvements in the wellbeing of our residents. Most importantly, we are seeing our communities thrive - and we will do even more over the next 12 months to give our residents the best possible opportunities.

In this strategy we retain a relentless commitment to our vision and priorities. We will refresh our project activity to enable us to support more residents, deliver more activity in neighbourhoods and undertake new developments across the borough.

I hope that as a council we can continue to work together with you to achieve happy, healthy and flourishing communities.

# Corporate Strategy

2021/22 – 2023/24

## An exemplary council

A council that:

- Delivers high performing services that represent value for money
- Understands the community and works with partners to make things better
- Is open and transparent in its activities

## Good homes, green spaces, healthy places

A borough with:

- A choice of decent, affordable housing
- Commitment to protecting the local environment
- A choice of quality recreational activities

## Thriving communities

Places where:

- Residents have positive mental health
- People get involved and have a sense of belonging
- Communities can access services and support when they need them

## A fair local economy that works for everyone

A council that:

- Increases access to training and jobs
  - Grows and supports sustainable businesses
- Invests in improving the borough

## Our vision:

A healthy and happy community, flourishing together in a safer and fairer borough that is led by a council recognised for being innovative, financially sustainable and accountable.

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## South Ribble will:

- Deliver the peer challenge action plan to ensure continued improvement
- Deliver the shared services development plan to build a more resilient organisation
- Implement more efficient and effective working practices at the council through the WorkPlace Strategy
- Deliver more joined up public services through working with our partners



## South Ribble will:

- Develop the Youth Council to make sure the views of young people are represented
- Deliver Music in the Park 2022 and Queens Jubilee Celebrations
- Review and enhance the community hubs as a primary way to work closely with residents
- Develop the visitor offer in South Ribble



## South Ribble will:

- Improve leisure facilities in South Ribble to improve wellbeing
- Deliver the new Worden Hall complex as a flagship venue
- Lead action to address climate change for South Ribble
- Deliver affordable homes



## South Ribble will:

- Deliver transformational regeneration projects including the Town Deal
- Support communities to access community cooperatives in South Ribble as part of growing a fair local economy
- Support residents to recover from the pandemic with advice, support and key services



## Our vision:

A healthy and happy community, flourishing together in a safer and fairer borough that is led by a council recognised for being innovative, financially sustainable and accountable.

## How will we know we're succeeding?

### An Exemplary Council

- At least 40% requests for service will be received via self-service channels (Quarterly)
- More than 80% of customers will be satisfied with the service (Quarterly)
- The percentage of households living in fuel poverty will be better than the North West average (14.5% in 2019, Annually)
- The percentage of people satisfied with South Ribble as a place to live will increase (82% in 2020, Resident Survey)
- The percentage of people satisfied with the leisure and sports facilities in their local area will increase (53% in 2020, Resident Survey)

### Thriving Communities

- Number of new savers with Unify Credit Union in South Ribble (200, Annually)
- The number of claimants as a proportion of resident population of area aged 16-64 is better than North West average (Quarterly)
- Number of residents participating in activities delivered by the Council (400, Annually)
- Number of people who have successfully completed basic digital skills training (300, Annually)
- The percentage of the population with NVQ level 3 or above will increase (60.6%, 2019, Annually)
- The percentage of people who feel they belong to their local area will increase (69%, 2020, Resident Survey)
- The percentage of people who feel involved in the local area and decision making will increase (18%, 2020, Resident Survey)
- The percentage of people who think the Council acts on the concerns of local residents will increase (54%, 2020, Resident Survey)

### A fair local economy that works for everyone

- We will measure the impact of activity to increase social value and build community wealth measured by the total Social Value delivered locally through the Social Value Portal (Baseline 2021/22)
- The overall employment rate in South Ribble will be greater than the North West average (Quarterly)
- The percentage of 16 – 17 year olds not in education, employment or training (NEET) is reduced (3.5% 2019, Quarterly)
- Median workplace earnings in the borough will be better than the national average (Annually)
- Median earnings by residence (residents of South Ribble) will be better than the national average (Annually)

### Good homes, green spaces, healthy places

- No. of meals provided to school age children through holiday hunger offer (Quarterly)
- The number of wellbeing sessions delivered by the Active Health Team (Baseline 2021/22, Quarterly)
- The number of people who are prevented from becoming homeless or have had their homelessness relieved (Quarterly)
- 80 Affordable Homes will be delivered (Annually)
- 27,500 trees will be planted in the borough this year (Annually)
- Satisfaction with the parks and green open spaces will increase (77% in 2020, Residents Survey)
- The percentage of people who feel safe when outside in their local area after dark will increase (61% 2020, Residents Survey)
- The percentage of people who feel safe when outside in their local during the day will increase (88% 2020, Residents Survey)
- The number of individuals who complete a health check (screening) by a member of the Active Health Team (110, Annually)