

## **Proposed Vision**

**West Lancashire is the place of choice to live, work, visit and invest**

## **Our Priorities**

### **❖ Create empowered, engaged and inclusive communities**

**We want:**

- Healthy resilient and engaged communities that work together to improve the places they live and work
- Everyone to have the same opportunities regardless of where they live
- Thriving voluntary and community groups that support innovation and collaboration
- To work with partners for the good of local people
- Councillors that are active and knowledgeable and are catalysts to support change at a local level
- To improve customer satisfaction

**We will:**

- Build on and develop strengths within local communities
- Use community networks to gain views from hard to reach people
- Carry out consultation in high footfall areas
- Create innovative ways to listen to different community views
- Use councillors' existing "reach" and "influence" to provide feedback
- Adopt a best practice model of consultation
- Listen and provide feedback to customers about how their views have improved things
- Develop neighbourhood plans with key partnerships committed to meeting the needs of our communities

### **❖ Support business and town centres to recover and prosper**

**We want:**

- West Lancashire to be the place of choice to locate your business
- Our town centres to be thriving hubs of their communities
- Support our businesses to succeed and grow
- A vibrant and modern Ormskirk market that attracts visitors to the town centre

**We will:**

- Support the recovery and growth of existing and new businesses
- Lead the regeneration of Skelmersdale Town Centre
- Develop the market offer and reinvigorate Ormskirk's Eastern gateway
- Promote West Lancashire as a place to invest through the Skelmersdale place Board & Ambassadors
- Signpost and support businesses to innovate and diversify
- Develop a strong web presence which positively promotes West Lancashire
- Create enlivened town centres offering diverse leisure opportunities and night time economy

## Become a Green Council

### We want:

- To become a Carbon Neutral Council by 2030
- Council housing stock to meet high standards of efficiency - insulation, design, technology
- To minimise waste disposal and improve recycling services to meet national targets
- To embed green infrastructure into our thinking and planning for West Lancashire's future development and regeneration
- To safeguard the natural landscape and maintain our green environment

### We will:

- Ensure all council buildings are operating to highest efficiency standards – insulation, design, and technology
- Commit to maximising Council energy requirements from renewable sources
- Create the use of solar panels on Council owned buildings
- Optimise the development of solar/wind farm investment
- Use the supply chain to maximise energy efficiency and design out waste
- Optimise the Council fleet; increase route efficiency and maximise low emissions
- Enhance green spaces promoting diverse leisure uses and explore the option of developing an ecology park
- Support the development of green transport
- Use green credentials to form part of selection criteria, using the supply chain to reduce our carbon footprint
- Reduce waste and improve recycling, implementing Waste strategy
- Local plan policy encouraging green developments – green space, energy efficiency, sustainable supply chains

## ❖ Be a financially sustainable Council by 2022

### We want:

- To be confident, capable and financially sustainable
- To continue to improve the efficiency and effectiveness of service provision
- To be able to invest in key high priority service areas
- To generate income directly to reduce our reliance on government grant funding

**We will:**

- Make sure our internal financial and decision-making processes continue to be strong
- To continue the implementation of the Council's Sustainable Organisation Review
- Maximise the returns from the Development Company to increase revenue
- Optimise inward investment
- Review fees and charges including the implementation of a charging strategy for garden waste
- Continuously develop, find better ways to do things and embrace new technology
- Consider the merits of all service options to ensure value for money is achieved
- Review existing contract savings and work with suppliers to economies of scale
- Maximise commercial investment opportunities through a commercial strategy
- Sweat existing assets and focus on value for money

❖ A clean safe environment with affordable homes to buy or rent for everyone in West Lancashire

**We want:**

- West Lancashire to be kept clean and safe
- A local plan that supports quality growth and infrastructure in the Borough
- To provide quality and genuinely affordable homes

**We will:**

- Increase the frequency of street cleaning in residential areas
- Provide a best value service for cleansing, waste and recycling
- Develop environment ward reports from members
- Development Company bringing homes to rent/buy/shared ownership
- Increased supply bringing cheaper private rents/more choice
- Getting right mix of properties for each community
- Review WLBC/public estate land holdings
- Estate regeneration creating attractive estates where people want to live
- Review our Housing Strategy
- Identify strategic regeneration areas and investment plans

❖ Everyone to be healthy, happy, safe and resilient

**We want:**

- To help businesses in West Lancashire to thrive, grow and connect
- Secure the benefits of high quality growth
- To design services that help people stay healthy and independent
- To invest in sports and leisure facilities

**We will:**

- Create a food poverty strategy and action plan
- Develop a fuel poverty strategy and action plan
- Create a Financial Inclusion strategy and plan
- Review health and wellbeing strategy embedding school initiatives
- Work with partners to focus on prevention and reducing health inequalities
- Develop a quality range of leisure services
- Bringing in additional money/services to support most deprived areas

❖ Everyone to be proud of their Council