



PI Corporate Plan

2012 to 2016



The Council's 2008/12 Corporate Plan needed to be revised and updated and the views of members, officers and the public have all helped shape a modified plan for 2012/16.

Following consultation, the Council has streamlined the overall objectives whilst retaining the five main priorities. The cross cutting themes of health, children and younger people's objectives, value for money and customer care have all been integrated into the five main priorities. As a result, the number of outcome targets has reduced from 48 to 35, providing a more manageable and simpler programme.

The other main changes have been to slightly amend the wording of the vision and values and a change to the title of the Place Shaping priority in favour of more easily understood language which now refers to Jobs and Business Growth.

Changes to the previous vision

The new wording recognises that, whilst the Council does deliver services, it also acts indirectly through contracts, partnerships and relationships with local people and the voluntary sector.

Changes to the previous values

The words 'customers and residents' has been replaced by 'communities' as recommended by councillors

Council employees felt that there should be reference to 'continuous improvement and value for money' so this is reflected in the third value.

Values

- Integrity and professional competence
- A strong caring focus on the needs of communities
- Continuous improvement and delivering value for money
- Valuing employees and enabling the active involvement of everyone
- Innovation and readiness for change

All of these changes and the objectives and initiatives will be integrated into Service Delivery Plans and measured against performance. The Corporate Plan will be revisited annually to ensure it remains current and up to date.

The Corporate Plan prioritises local community needs so that we use taxpayers' money on the things they think are most important. At the same time these needs are aligned with other local, regional and national plans to ensure our plan is achievable and realistic.

Vision:

Listening and responding to ensure the delivery of efficient and effective services.

HOUSING

Our Priority is:

A good quality affordable home for all residents of Broxtowe.

Objectives

- 1 The needs of Broxtowe's growing population will be met as the Council identifies an annual rolling five year developable land supply.
- 2 Young people will find it easier to own their own home as 25% of all homes built in Broxtowe each year will be affordable.
- 3 The stock of available accommodation will be increased as the Council leads efforts to bring at least 50 empty homes a year back into use.
- 4 At least 220 potentially homeless people every year will not become homeless because of successful preventive advice and action taken by the Council.
- 5 Older, frail and vulnerable people will receive help to remain living independently in their own accommodation thanks to over 200,000 supportive visits a year from the Council's Retirement Living Officers.
- 6 The Council's tenants will live in decent accommodation as the Council will invest in its own housing stock to ensure 100% of properties meet the Broxtowe Standard identified by tenants by 2016.
- 7 80% of Broxtowe Borough Council's tenants will be satisfied with their landlord.

What we will do to make this happen:

- The Council will identify and sell off surplus land it owns for housing development to increase the supply of land for housing in the local area.
- Neighbourhood Plans will be developed in Broxtowe, led by local communities, with Council support.
- A plan to invest New Homes Bonus money will be developed to increase the number of affordable homes, reduce empty properties and help young people get on the housing ladder.
- A capital programme of £8million a year for the next five years will bring Council owned homes up to the Broxtowe Standard, as well as delivering social benefits such as local employment training and apprenticeship opportunities.
- A strategic review of sheltered housing schemes will provide impetus, ideas and action for better Council owned accommodation for older people.
- The Council will support and encourage the concept of a new retirement village facility in Broxtowe to set a new standard for quality retirement living for older people in Broxtowe.
- Tenant involvement will drive satisfaction levels higher as the Council responds positively to the needs and wishes of its tenants.



JOBS AND BUSINESS GROWTH

Our Priority is:

More jobs, work experience and apprenticeships available for people in Broxtowe, with growing businesses and regenerated town centres.

Objectives

- 1 Overall unemployment in Broxtowe will decrease, particularly in areas such as Eastwood South, Chilwell West, Beeston North and Stapleford South East, which will see year on year reductions in worklessness as successful partnership working helps people into work.
- 2 Satisfaction rates with Beeston, Kimberley, Stapleford and Eastwood town centres will exceed 90% as regeneration takes place.
- 3 People who have been unemployed for more than six months will get relevant work experience and young people will be helped to get employability skills as Broxtowe Borough Council will offer at least 30 work experience placements a year in total for the two groups.
- 4 Youth unemployment will be reduced and skills will be increased either within the Council's workforce or through contractual arrangements. Twelve apprenticeship positions at the Council will be offered by 2016 and another 12 people engaged through contractual arrangements with the Council will be supported to achieve at least Level Two qualifications.
- 5 Businesses will be encouraged to start up and to grow within Broxtowe, evidenced by an overall annual growth in business rates.
- 6 The Council will set a good example by investing in the training and development of skills of its own workforce, ensuring that 85% are qualified to Level Two by 2016
- 7 100% of invoices submitted by local businesses will be paid within 20 days.

What we will do to make this happen:

- A new corporate work experience programme will be developed ensuring an intentional and well organised series of opportunities for work experience at the Council.
- The Council will ensure that the larger contracts it lets are designed not only to provide good value for money but social value for local people through measures such as employment training and apprenticeship opportunities. The Council will ensure that opportunities for local businesses to trade with the Council are accessible and well promoted.
- New plans to stimulate and regenerate town centres will be developed by local people and businesses for Beeston, Eastwood, Stapleford and Kimberley town centres. The Council will work hard to help find the resources to implement these plans.
- Jobs will be created through the Nottingham Enterprise Zone as the Council works with Nottingham City Council, the County Council, Alliance Boots plc and Infra Red Ltd to enable businesses to grow and attract new businesses to set up within the zone.
- Businesses will grow stronger as the Council develops its plans for a "virtual business innovation centre" in Broxtowe.
- Intergenerational worklessness will reduce as successful partnership working involving the Local Strategic Partnership, the DWP and Job Centre Plus, through the complex families programme, enables people to get into work.
- People who need employability skills will be helped as the Council works with local partners, including the voluntary sector to support job clubs and targeted work within local communities will take place to help to reduce hot spots of higher unemployment.



THE ENVIRONMENT

Our Priority is:

The environment in Broxtowe will be protected and enhanced for future generations.

Objectives

- 1 Recycling and composting levels in the borough will rise to 50% by 2016 and residual waste levels will fall to 455kgs per household by 2016.
- 2 The Council's carbon footprint will be reduced. CO₂ emissions from Broxtowe Borough Council's operations will reduce by 2015 by 25% (1060 tCO₂) from the baseline of 2009/10 and a minimum of 34% reduction will be achieved by 2020.
- 3 The carbon footprint of the borough as a whole will reduce as per capita CO₂ emissions in Broxtowe will reduce by 2.9% a year.
- 4 Satisfaction with the cleanliness of the borough will rise to 70% by 2016.
- 5 100% of parks and open spaces will have achieved the Council's new standard (see opposite) for these facilities and 107 hectares of land will be identified as Local Nature Reserves.
- 6 The Council will increase the amount of energy it uses from renewable sources to 20% by 2020.
- 7 The Council will continue with its objective to plant 100,000 trees in the borough and will aim to see this completed by 2016.

What we will do to make this happen:

- The Council will encourage an increasing take up of recycling and composting opportunities through innovative marketing and educational programmes, incentivising households, identifying areas of low take-up, community action, ensuring methods of collection are easy to use and better partnership working to ensure value for money.
- A new waste management strategy will identify additional recycling and composting opportunities, which will be made available to local people as resources allow.
- The Council will pursue an "invest to save" approach with regard to carbon reduction from its own premises in accordance with an annually updated carbon reduction plan.
- The Council will involve the community in setting a new standard for parks and open spaces which the Council will work to achieve in its own areas.
- The Council will work with community groups such as the Civic Society, schools, individuals and voluntary groups to plant trees and get grants to support tree planting in the borough.
- The Council will develop a 'green infrastructure' plan which will set out the Council's plans for publicly accessible green space for local people, for wildlife and biodiversity and for the connections between publicly accessible green space and privately owned green space in Broxtowe.
- The Council will continue to lead partnership working to increase opportunities for the delivery of projects to increase biodiversity, wildlife protection, creation of new habitats and access to the countryside.



BRINGING PEOPLE TOGETHER

Our Priority is:

Broxtowe will be a caring community where people feel they belong.

Objectives

- 1 Broxtowe's leisure centres will continue to see increased usage year on year as local people exercise more and at least 2,500 people from non-participating groups will take up exercise opportunities each year.
- 2 50% of people will feel they can influence decision making in Broxtowe by 2016.
- 3 80% of people will feel that people from different backgrounds get on well together in Broxtowe by 2016.
- 4 Child poverty in Broxtowe will reduce year by year, particularly in the wards where it is highest: Beeston North (27.1%), Beeston Central (21.6%) Eastwood South (27.3%), Chilwell West (20.0%) and Stapleford North (24.4%), as Broxtowe implements its child poverty strategy.
- 5 Health inequality (difference in years of life) between those in the top and bottom income groups in Broxtowe will reduce from 8.6 years (male) and 7.0 years (female) to closer to the median for lower tier authorities in England of 7.5 years (males) and 5.4 years (female) by 2016.
- 6 60% of local residents will believe the Council provides value for money and 70% of local people will be satisfied with the way the Council runs things by 2016.
- 7 55,000 people a year will get together to enjoy events facilitated or organised by Broxtowe Borough Council.

What we will do to make this happen:

- The Council will produce a new leisure facilities and sports strategy which will set out its intentions to ensure that the leisure facilities it offers remain increasingly well used and attractive to local residents and a new arts and events strategy will set the framework through which the Council will continue to bring local people together to enjoy community events and celebrations.
- Good partnership arrangements between the Council's Local Strategic Partnership, the Health and Wellbeing Board and the local Clinical Commissioning Groups will ensure the Council plays a key role in delivering projects which improve the health of the local population and reduce health inequality.
- The Council will engage with local people (including those with protected characteristics as defined by the Equality Act) through the most effective media and will take on board ideas and feedback to ensure continuously improving public perceptions and service improvement. The Council will also support the Youth Council and the Youth Mayor in Broxtowe.
- A successful approach to transforming services will produce savings and processes which are increasingly efficient to help the Council balance its budget and provide value for money.
- The development of a new Council Tax Support system in Nottinghamshire will support the most vulnerable individuals and families.
- The Council will support the local voluntary sector through a grants budget of not less than £154,000 per annum.



COMMUNITY SAFETY

Our Priority is:

Broxtowe will be a place where people feel safe and secure in their communities.

Objectives

- 1 Residents and businesses in Broxtowe will be safer as all crime in the borough is reduced by 8% by the end of March 2013 (a reduction of 424 crimes on the previous year).
- 2 People living in Broxtowe will be at reduced risk of violence as violent crime will be reduced by 8% by the end of March 2013 (a reduction of 82 crimes on the previous year).
- 3 Quality of life will be improved for people living in Broxtowe as anti social behaviour is reduced by 10% by the end of March 2013 (a reduction of 371 incidents on the previous year).
- 4 Neighbourhoods will be more peaceful as domestic violence crimes will be reduced in Broxtowe by 8% by the end of March 2013.
- 5 75% of people in Broxtowe will feel safe outside in the local area after dark.
- 6 Crime in priority areas in Broxtowe will reduce by 18% by the end of March 2013 (a reduction of 115 crimes in Eastwood South).
- 7 The number of hate crime repeat victims in Broxtowe will reduce from the baseline of 15 to 12 by 2016.

What we will do to make this happen:

- New work will be undertaken in partnership with the County Council and other agencies to deliver the Troubled Families Programme in Broxtowe.
- New procedures to identify and address the needs of vulnerable victims in Broxtowe will increase satisfaction with the way the Council works with its partners to protect vulnerable people.
- Restorative justice projects in Broxtowe will help to reduce reoffending.
- The Council will work together across departmental boundaries to focus activity to reduce crime in priority areas where there are hot spots of crime and anti social behaviour.
- Drink related anti social behaviour and violence will be reduced as a result of increasingly effective joint working between licensing, community safety, police and licensed premises owners.
- The Council's new domestic violence policy will help Council employees work to prevent and tackle domestic abuse and support victims as they work with the voluntary sector and the police.
- New initiatives to address hate crime will give victims confidence to report incidents and perpetrators will be brought to justice.

