

CORPORATE PLAN

2020 - 2024







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Milan Radulovic MBE, Leader of the Council



Steve Carr, Deputy Leader of the



Ruth Hyde OBE, Chief Executive

Introduction

Following the election of a new Council in May 2019, we embarked on a Borough-wide conversation with local people, local groups, employees and businesses to find out what people in our area thought it would be important for us to focus on in the next four-year Council term.

As part of this, we tested out some ideas. These ideas were resoundingly endorsed through the responses we received. In addition, we were delighted by the number of practical ideas that were put forward for consideration. More detail about the "Let's Talk Broxtowe" consultation is included on page 4. We would like to thank everyone who took the trouble to fill in a survey or come in person to a roadshow event.

What was clear was that local people are passionate about their Borough – and, most importantly, want to get involved in protecting, improving and enhancing the area. For that reason we've taken care to feedback to you some of the ways in which we have taken your ideas on board, as well as what you can do to help us achieve our ambitions for Broxtowe.



Our promise to you

Accountability

We believe that we should be accountable for our activities and actions and a comprehensive governance system is in place to ensure that the Council is effectively regulated, conforms to good practice in its decision making and that our residents can challenge us and become engaged in democracy. You can find full details of our checks and balances at www.broxtowe.

You can also read more details about how our objectives will be achieved and how we will measure progress by looking at our business plans at www.broxtowe.gov.uk/strategies.

If you would like to make a comment, complaint or compliment about a Council service we would be happy to hear from you. Visit www.broxtowe.gov.uk/ consultationsandfeedback for more information.

Customer Service Standards

What our customers can expect

- A clear greeting explaining the department they have called and who they are talking to.
- Calls returned within one working day.
- A telephone interpreting service for people with disabilities or those who speak other languages.
- Clear written communications which follows the 'Communications For All Principles'.
- · Accessible services.

- Waiting times are kept to a minimum.
- To be treated fairly and with respect.
- Requests resolved at the first point of contact for 80% of enquiries.

What we expect from customers

- Our staff to be treated politely and with respect.
- To provide us with the details we need to help resolve your enquiry.
- To provide constructive feedback so we can continue to improve.
- To consider the use of digital methods with our support.

Developing the plan

We were keen to have a discussion with local people about what they thought was important and what we should focus our efforts and resources on in the coming years.

A total of how 527 surveys were completed. Of those, 304 were online and 223 were paper forms completed by people in our Reception or at one of our roadshow events.

These roadshows took place in five different locations in the Borough to engage directly with members of the public.

There were also five employee roadshows with ideas being generated fed into the process.

You give me a roof over my head, the employees I have dealings with are always lovely and helpful

55

of respondents were satisfied or very satisfied with Broxtowe as a place to live.

30%
of respondents were satisfied or very satisfied with how the Council listens to them.

of respondents were satisfied or very satisfied with the service they receive from the Council.

Most respondents were supportive of our five priorities.



The three ideas which received the most support were:



Reduce anti-social behaviour (92%)





Support people to live well with dementia and support those who are lonely or have mental health problems (91%)





Increase recycling and composting (90%)



The most preferred way to **Save money** was to **generate income from commercial activity**. The least preferred way was providing fewer Council services.

If you would like to read the full detail and evaluation of the "Let's Talk Broxtowe" consultation exercise you can find this on our website at www.broxtowe.gov.uk





Improvements to the parks have made a big difference to me and my children.



Our achievements



Here are some of the things we have achieved during our last Corporate Plan.



Housing

Increase the rate of house building on brownfield sites.

496 new homes built on brownfield sites since 2016, with planning permission granted for a further **1,321**.

Become an excellent housing provider.

93% tenant satisfaction on average, exceeding our targets and placing us in the upper quartile for House Mark. **Award** won for our Warmer Homes on Prescription Scheme.



Improve the quality and availability of private sector stock to meet local housing need.

£1.64 million spent on improving the homes of people with disabilities and 126 empty homes brought back in to use.



Community Safety

Reduce the amount of anti-social behaviour in Broxtowe.

4 Public Space Protection Orders to prevent vehicle nuisances, public access and irresponsible dog owners. Over 100 Community Protection Warnings and Notices have helped reduce ant-social behaviour, along with actions such as re-possession of properties and injunctions.

Reduce domestic violence in Broxtowe.

Accredited as part of the White Ribbon Campaign and facilitated free legal advice surgeries for victims of domestic violence and training about dealing with domestic abuse.

The White Ribbon campaign aims to end male violence against women, once and for all



by working with men and boys to challenge cultures that lead to harassment, abuse and violence. The Council also raises awareness of domestic violence against men.



Increase the number of people who have active lifestyles.

4,990,460 visits to our Leisure Centres, and **3,470** children currently booked on to swimming lessons as part of our leisure company, LLeisure. Bramcote Leisure Centre is the largest single site swim school in the East Midlands.

Reduce alcohol related harm in Broxtowe.

6 Public Space Protection Orders to prohibit alcohol fuelled anti-social behaviour and training sessions held to raise awareness of substance misuse.



Business Growth

Increase the number of new businesses starting in Broxtowe.

130 more businesses in Broxtowe than in 2016, as well as a new business start-up grant scheme and business hub.

Help our town centres to compete and attract more visitors.

29 businesses have received a free business health check to help them grow and free WiFi has agreed to be installed in 3 of our town centres.



Purchased the leasehold interest of Beeston Square in a **£7 million** deal, this brought in approximately **£650,000 of rental income** in 2017/18.



Complete the regeneration of Beeston Town Centre and seek opportunities to regenerate town centres throughout Broxtowe.

Developed a **£30 million** deal for mixed use and residential scheme for the remainder of The Square including food and drink outlets and secured a new cinema for the site.



Work with partners to improve the health of the local population.

18 takeaways signed up to the Healthy Options Takeaway Scheme, new clinics opened to help residents improve their health including stopping smoking and weight management and a Mental Health Working Group has been established.



Environment

Reducing litter and fly tipping to make Broxtowe cleaner.

10% decrease in fly tipping incidents, bucking local trends and launched our Clean and Green campaign which has seen **200** residents join Community Clean Teams so far.

Increase recycling, composting and energy renewables/efficiency projects as resources allow.

Over 19,600 residents recycling their garden waste and over **32,000** litres less diesel used by our refuse vehicles.





Maintain and improve the green infrastructure of Broxtowe.

91% of parks now meet our Broxtowe Parks Standard, with plans to improve other sites as part of our £500,000 Pride in Parks scheme – together with external funding, over £783,000 will be invested.

Challenges

These are some of the challenges we need to address. This sets some context for the choices which we need to make about where effort should be focused in the next four years.

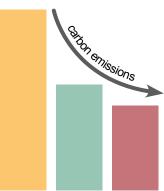
Housing

- There is a backlog of house building delivery which is required to meet the identified housing need in Broxtowe over the next 28 years.
- There are over 1,990
 people on our housing waiting
 list and on average it takes 6
 months for a family in Band 1
 (top priority) housing need to be
 housed in a Council property.





- We have committed to the task of reducing our carbon emissions to net zero by 2027.
- Our recycling and composting levels are 39%, which is in the third quartile of performance.

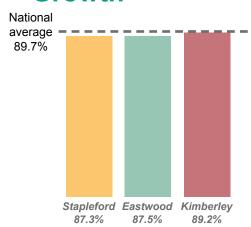


Community Safety

- Violence is a concern in Broxtowe, particularly knife crime and domestic violence. Encouragingly, knife crime in Nottinghamshire is beginning to decrease (by 2% from June 2018 to the end June 2019 compared with the previous 12 months), but we need to put continuing emphasis on partnership action to achieve better outcomes.
- Anti-social behaviour affects quality of life, including noise, litter, dog fouling, vandalism and criminal damage, drug taking, verbal abuse and intimidation.



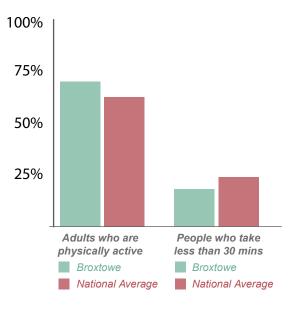
Business Growth



- Town centres are changing fast. Three of our town centres have occupancy rates below the national average (89.7%). These are Stapleford (87.3%), Eastwood (87.5%) and Kimberley (89.2%).
- Broxtowe is a social mobility "cold spot", ranking 284 out of 324 districts (where 1 is better performance). Social mobility is defined by the educational achievement of those from the poorest backgrounds and outcomes for adults including average income, availability of professional jobs and affordable housing.

Health

- Child poverty rates in Broxtowe vary considerably, but they are worst in Eastwood St Mary's where they are as much as 34% for children under 16.
- According to the Sport England "Active Lives" survey Broxtowe has high levels of adults who are physically active at 70.5% compared with a national figure of 63.2%). There are also relatively low levels of people who take less than 30 mins of exercise a week (18.4%) compared



with a **national figure of 24.8%**. However, if as a Borough we want to stay at the forefront of supporting people to keep active and independent, we must aim to continually improve activity rates, particularly in groups which are less likely to be included.

Challenges We Face

Funding

The Council has seen a £2.1 million reduction in the funding it receives from Government and no longer receives a revenue support grant from Government. There is a circa £0.8 million funding gap for 2020/21.



Our vision





Broxtowe -

A greener, safer, healthier Broxtowe where everyone prospers

Our Values

Having a set of values determines how people in the organisation behave towards our residents, customers and business and towards each other.

Our employees are at the heart of the Council, living out our GREAT values and doing fantastic work every day to help us achieve this vision.





GR

Going the extra mile

a strong caring focus on the needs of all communities

Ready for change

innovation and readiness for change

EMPLOYEES

valuing employees and enabling the active involvement of everyone

Always Improving

continuous improvement and delivering value for money

Transparent

integrity and professional competency



Priorities and

Incorporating "Let's
Talk Broxtowe"
consultation responses,
we have decided that
our priorities for the next
four years will be:



Housing

A good quality home for everyone



Health

Support people to live well



Environment

Protect the environment for the future



Business Growth

Invest in our towns and our people



Community Safety

A safe place for everyone



Priorities and Objectives

This section of the plan outlines how we will achieve our priorities and objectives and how we will measure our progress. We also highlight the

ideas you gave us which we are including in our plans.



AIM: A good quality home for everyone

HOW WE WILL ACHIEVE THIS

- Build more houses, more quickly on under used or derelict land.
- Invest to ensure our homes are safe and more energy efficient.
- 3 Prevent homelessness and help people to be financially secure and independent.

IN THE FIRST YEAR WE WILL . . .

- 1 Implement our House Building Delivery Plan.
- Produce and implement an Asset Management Plan for our housing stock based on the findings of a stock condition survey.
- 3 Secure more accommodation for homeless people in Broxtowe.
- Prevent homelessness through advice on housing options, partnerships and innovation.





WE'LL MEASURE AGAINST THESE TARGETS

Year 1

23 new housing units delivered through our own new build programme.

 430 new homes completed in Broxtowe.

Year 4

- 92 housing units delivered through our own house building delivery plan.
- Catch up the back log of housing under-provision to draw back in line with Core Strategy targets.
- Identify a baseline figure for CO₂ emissions through our housing stock.
- Achieve a housing stock carbon emissions reduction of at least 300 tonnes of CO₂.
- We will implement the target set in our new carbon management plan for carbon emissions reductions in the housing stock.
- Numbers of homeless people whose homelessness is prevented by us.
- Numbers of homeless people not able to be housed in Broxtowe.
- In the top 25% of authorities nationally for homeless prevention performance.
- No homeless people having to be placed out of area.

YOUR IDEAS

You said

Can accommodation above shops be brought back to use.

More shared housing for younger people.

We will do

We are proposing to do this in Stapleford as part of the regeneration plan for the area.

We will looking to incorporate this within our new House Building Delivery Plan through a community living network initiative.

Introduce better controls for houses in multiple occupation.

We are collecting evidence and will present reports to Councillors in the new year.



Business Growth i

AIM: Invest in our towns and our people

HOW WE WILL ACHIEVE THIS

- 1 Complete the redevelopment of Beeston Town centre.
- 2 Undertake
 regeneration
 schemes in Eastwood,
 Kimberley and Stapleford.
- 3 Support skills
 development,
 apprenticeships, training
 opportunities and
 wellbeing in our workforce.

IN THE FIRST YEAR WE WILL.

1 Complete a cinema build in Beeston.

Sell land for residential development in Beeston Square.

Secure a **minimum of two tenants** for new food and beverage outlets in Beeston Square.

Develop and start to implement a regeneration plan for Stapleford.

Develop and start to implement a **regeneration plan for Eastwood**.

Develop and start to implement a **regeneration plan for Kimberley**.

3 Produce an Organisational Development Strategy for our workforce.

Achieve **gold status accreditation** under the Wellbeing at Work Programme.

WE'LL MEASURE AGAINST THESE TARGETS

Year 1	Year 4
 Cinema built. Residential land sold. Minimum of 2 tenants secured for food and beverage outlets at Beeston Square. 	 New development completed. Beeston town centre project in operation, in line with business case projected outcomes. Fully occupied
 Regeneration plan for Stapleford developed. Extensive consultation with the community and bid submitted as part of the £25million Town Deal Fund. Regeneration plan for Eastwood developed, through extensive consultation with the community. Regeneration plan for Kimberley commenced. and extensive consultation with community started. 	 External funding secured for Stapleford, Eastwood, Kimberley. 100% projects in each regeneration plan delivered Definable outcomes in terms of jobs. Town centre vacancy rates all below national average.
 Employee satisfaction: establish baseline. No. of apprentices employed. Achieve silver accreditation under the Wellbeing At Work programme 	 We will increase employee satisfaction by 10% over baseline. We will increase in employee skills. We will increase in number of apprentices employed by the Council and through its contractors.

YOUR IDEAS

TOOKIDLAG	
You said	We will do
Train people now for professional jobs linked to HS2.	We will implement this in partnership with other agencies.
Improve the A610 corridor.	We will develop plans and proposals and seek funding for this.
Introduce a programme to help older carers to get back to work.	Agreed. We will implement this.
Develop more business units.	Agreed. We will implement this.
Develop pop-up shops in empty shops.	Agreed. We will implement this on a pilot basis.
Consider introducing pet cremations.	We will investigate this possibility.
Introduce a Sunday antiques and bric-a –brac market.	Agreed. We will implement this.
Join the Co-operative Councils Innovation Network to get new ideas.	Agreed. We will implement this.

· We will achieve gold accreditation under the

Wellbeing At Work programme.



Environment

AIM: Protect the environment for the future

HOW WE WILL ACHIEVE THIS

- 1 Develop plans to **reduce our carbon emissions to zero** and start implementing them.
- 2 Invest in our parks and open spaces.
- 3 Increase recycling and composting.





IN THE FIRST YEAR WE WILL . . .

- 1 Develop a new Carbon Reduction Strategy, Green Futures programme and Air Quality Strategy.
- Develop and implement a new Pride in Parks programme including plans to create a new country park or nature reserve in Broxtowe.
- 3 Develop a new Waste and Recycling Strategy and action plan.

Increase recycling and composting rates.

WE'LL MEASURE AGAINST THESE TARGETS



Year 1

- Identify a new baseline measure of CO2 emissions.
- Carbon Reduction
 Strategy prepared.
- Green Futures programme set up and outcome targets identified.
- Implement Year 1
 of our new Pride in
 Parks scheme.
- Develop a plan to identify a new country park or nature reserve and a fund-raising approach.
- New Waste and Recycling Strategy and action plan produced and begin to implement ideas.
- 40% recycling and composting rate.

Year 4

- Reduction of local authority CO₂ emissions by 10%.
- Achievement of outcomes identified in the carbon reduction strategy.
- 100% of parks meet Broxtowe's Parks Standard.
- Increased percentage of land covered by managed Local Nature Reserve.
- 44% recycling and composting rate.

YOUR IDEAS

You said

Make recycling messages clearer so people know what to recycle.

Reduce air pollution.

We will do

Agreed. We will implement this.

We will put fresh energy and emphasis on our plans to tackle air pollution and publicise them better.

Have more informal grass areas to reduce the cost of grass cutting and more wildlife friendly and meadow planting.

Agreed. We will implement this.

Introduce food waste recycling.

When we know what the national waste strategy proposals are we will review this and other increased recycling and composting ideas.

Introduce a borough-wide volunteer tree-planting programme and a scheme to look after the welfare of newly planted trees.

Agreed. We will implement this.



Health

AIM: Support people to live well

HOW WE WILL ACHIEVE THIS

- 1 Promote active and healthy lifestyles in every area of Broxtowe.
- Come up with plans to renew our leisure facilities in Broxtowe.
- 3 Support people to live well with dementia and support those who are lonely or have mental health problems.

IN THE FIRST YEAR WE WILL . . .

- Successful completion of a pilot scheme to promote active lifestyles for people with mental health problems.
- Complete new Leisure Facilities Strategy.
- Refresh and implement a new plan to **enable people**with dementia to live well in Broxtowe.

Develop and implement a new **Mental Health Action Plan** for Broxtowe.







WE'LL MEASURE AGAINST THESE TARGETS

Year 1

- Increase the number of people with active lifestyles in the Active Lives survey by 1%.
- Decisions made to address the need to renew leisure facilities and plans developed to tackle the challenge.
- 2 dementia friendly bungalows completed
- 50 new Dementia Friends trained.
- Dementia Action Plan refreshed and actions beginning to be implemented.

Year 4

- Increase the number of people with active lifestyles in the Active Lives survey by 4%.
- One new or refurbished leisure facility in Broxtowe
- Target number of attendances at leisure facilities will be 1,765,000.
- 100 new Dementia
 Friends trained.
- Dementia Action Plan fully implemented.

YOUR IDEAS

You said We will do Establish more allotment schemes such as "dig in" at We are intending to include this idea as part of our approach to improving mental health. Stapleford. We will review public toilet provision and put Review public toilet provision and introduce changing proposals to the relevant committee in year 1. places / toilets. Ensure swimming lessons are inclusive of children with Agreed. We will implement this. special needs. Use parks and open spaces for more events – e.g. Agreed. We will implement this. inflatable obstacle course, concerts, bank holiday markets. Introduce volunteer gardeners. Agreed. We will implement this. Develop community led initiatives to address the needs Agreed. We will implement this. of people with mental health issues ,loneliness, poverty.

Community Safety

AIM: A safe place for everyone

HOW WE WILL ACHIEVE THIS

- 1 Work with partners to reduce knife crime.
- Work with partners to reduce domestic violence and support survivors.
- 3 Reduce anti-social behaviour.

IN THE FIRST YEAR WE WILL . . .

- We will work in partnership with Police, Probation, the County Council, schools and voluntary agencies across Nottinghamshire to develop a local action plan to address this problem.
- We will employ additional resources to develop new plans to ensure that our partnership efforts to reduce domestic violence and support survivors are fully adequate to address the problem
- We will develop a cross authority and partnership action plan to **address anti-social behaviour** and develop a **youth action plan** with and for young people to address their needs.









WE'LL MEASURE AGAINST THESE TARGETS

Year 1

Year 4

- 10 local and voluntary groups engaged in local efforts to reduce knife crime.
- Reducing trend of knife crime in Broxtowe.
- Reducing trend of knife crime.
- 76% people feel safe in Broxtowe.
- Purple Flag
 Action Plan in
 place and being
 implemented.
- Purple Flag
 Accreditation achieved
 for at least 1 of our
 town centres.
- New domestic violence action plan in place and being implemented.
- Domestic violence repeat victims reducing trend.
- White ribbon accreditation retained.
- Retain white ribbon accreditation
- Reduce anti-social behaviour by 2%.
- A minimum of 5
 new diversion
 activities for young
 people funded.
- We will reduce anti-
- A minimum of 20 new diversion activities funded over 4 years

social behaviour by 5%.





YOUR IDEAS

You said

Set up more initiatives and partnering with local groups to reduce knife crime.

More activities for young people especially in Eastwood and Brinsley.

Bring back the "family fun day" in Eastwood.

We will do

We will do this as part of our Local Knife Crime Action Plan.

Agreed. We will implement this

Agreed. We will implement this.

What you can do to help

Housing

- If you're living in a house that's too big for your needs think about renting out some room to someone who needs housing.
- If you're a tenant, get involved in activities like estate walkabouts and resident involvement groups to help us improve the service for you and your neighbours.
- If you're a developer to whom we've granted planning permission for housing, get on and deliver much needed housing for the community.

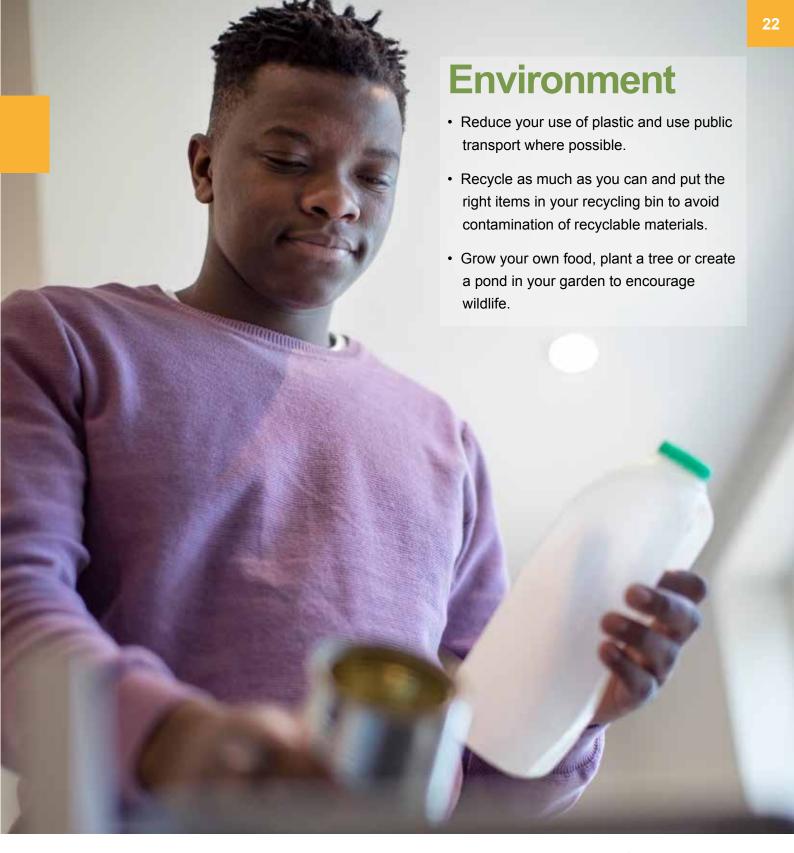
Business

- Support your local town centre by using the shops and facilities there.
- Keep learning! The higher skilled you are the better your chance of securing higher paid work.
- If you're a local business, provide opportunities for apprenticeship positions, training and work experience.

Health

- Take steps to promote your own health and wellbeing.
- Be social. A healthy community is one where people volunteer and there are thriving local groups and societies in Broxtowe you can join.
- Be active. Get out and about and enjoy the good quality environment we have in our Borough.





Community safety

- Don't be a bystander if you see criminal activity report it to the Police, if you would prefer to report a crime anonymously contact Crimestoppers.
- Get to know your neighbours and look out for them, especially if they are elderly or vulnerable.
- Don't mess with Broxtowe clean up after your dog and don't drop litter.



Staying up to date



Sign up to our Email Me Service - subscribe to updates on the services that matter to you, all direct to your inbox.

www.broxtowe.gov.uk/
emailme









Follow us on social media for daily updates and news from across the Borough. You can find us on Facebook, Twitter, LinkedIn and YouTube.

Our Broxtowe Matters newsletter is delivered to every home and business in the Borough twice a year. It can also be read online at www.broxtowe. gov.uk/councilpublications



Visit our consultations page to see how you can have your say on Council services www.broxtowe. gov.uk/consultations

Community Action Teams (CAT) Meetings take place in the Borough and provide an opportunity to raise issues with local Councillors www.broxtowe. gov.uk/cat



The Council has Committees which make decisions about services or which have delegated powers to make decisions based on law. Most

committees are public meetings so members of the public are welcome to attend. At certain meetings, like Full Council Meetings, members of the public can ask questions by prior arrangement. Agendas, minutes and meeting dates are published on our website at www.broxtowe.gov.uk/committees and decisions for many of the committees are shared on our Twitter account www.broxtowebc.

ਜੇਕਰ ਤੁਸੀਂ ਇਹ ਨੀਫਨੇਟਟ ਕਿਸੀ ਹੋਰ ਭਾਸ਼ ਜਾਂ ਫੋਰਮੈਟ ਵਿੱਚ ਨੈਣਾ ਚਾਹੁੰਦੇ ਹੋ ਤਾਂ ਕ੍ਰਿਪਾ ਕਰਕੇ 0115 9177777 ਤੋ ਸਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ।

如果你需要此傳單用其他的形式或文字寫成,請接電話 0115 917 7777 奥我們 聯絡。

اگرآپ چاہیے ہیں کرریاف لیٹ آپ کواُردوزبان میں مہیا کیا جائے تو ہراہ مہریانی فون نبرز۔ 0115917777 پردابطہ کریں۔

If you need this leaflet in other formats or languages contact us on 0115 917 7777

TYPETALK - TEXT DIRECT



Managed from a state-of-the-art centre, Typetalk's highly trained operators understand the special requirements of its customers and provide a warm, friendly service in complete confidentiality.

For Broxtowe Borough Council telephone 18001 0115 917 7777.



Broxtowe Borough Council Foster Avenue, Beeston, Nottingham, NG9 1AB Tel 0115 917 7777

www.broxtowe.gov.uk