

CHARNWOOD BOROUGH COUNCIL
CORPORATE STRATEGY 2024-2028

LEADER'S INTRODUCTION

I am proud to present this Corporate Strategy for Charnwood Borough Council which sets out our aims and ambitions for the next four years.

We will help keep our borough clean and green while leading the local charge to a net-zero future.

We will help deliver homes the borough needs while investing in our own properties.

The Council will also create a prosperous local economy that benefits everyone, and we will support communities.

All this will be built on a foundation of high-performing, efficient and effective services.

In this difficult and challenging local government financial landscape, we will manage our budgets carefully and we will not become another Council to spend beyond its means.

The Council will continue to be at the heart of our communities in Charnwood and we will work with residents, communities, local businesses, the voluntary and charity sector, and partners to achieve our ambitions.

Elected members and employees of the Council will work tremendously hard to deliver excellent services for our communities.

We will continue to support and develop the Council workforce and attract the best talent to maintain our high performance. We will utilise technology and digital services so people can access our services when it suits them.

However, residents will always be able to talk to us directly, either by phone or in person.

Through the life of this Corporate Strategy, the Council will ensure Charnwood is a place where people, communities, and businesses can thrive.

Cllr Jewel Miah

Leader of Charnwood Borough Council

EFFICIENT AND EFFECTIVE COUNCIL

We recognise the Council is here to serve our local communities and we are proud to do so. We will deliver efficient and effective services and our aim is to get it right first time.

We will:

- deliver excellent services and achieve value for money through regularly reviewing how we work.
- embrace technology to make our services more efficient, saving time, money, and improving customer service.
- maintain the personal touch and people will always be able to talk to us face to face or on the phone.
- closely manage our budgets and performance and ensure governance arrangements remain strong
- continue to develop a culture of high challenge and high support.
- communicate and engage with residents, businesses and stakeholders
- explore all options for service delivery to achieve the best results for our communities.
- reduce our carbon footprint, increase efficiency and explore income generating opportunities aligned with our core values.

ENVIRONMENT AND CLIMATE CHANGE

The breathtaking landscapes of Charnwood are among the borough's greatest strengths and why so many people enjoy living, visiting, and working here.

We will:

- work with others and lead local communities to tackle climate change including reducing our own impact on emissions
- continue to care for over 600 acres of open spaces under Council control, including the award-winning Queen's Park in Loughborough and historic Outwoods
- preserve open spaces for future enjoyment
- support the creation of more electric vehicle charging points
- encourage and help homes become more sustainable
- maintain high-quality waste and recycling service for a cleaner borough
- keep the streets clean and tidy
- collaborate on effective flood schemes for community and environmental resilience

HOMES AND COMMUNITIES

We recognise there is a need for more homes in Charnwood and the Council has a key role to help deliver them.

Others also play a significant part. Government set the planning rules and developers build the homes, however, we will influence through our Local Plan and other policies.

We will:

- invest in Council homes to raise standards and improve energy efficiency
- make applying for Council homes a faster and simpler process.
- look for opportunities to build or acquire new homes and help tackle homelessness.
- improve our portfolio of sheltered accommodation
- help disabled people adapt their homes, to improve their quality of life.
- play a role in managing the local private rental sector
- support local community projects through our outreach officers and community grants.
- work in partnership with other agencies to tackle anti-social behaviour and make communities safer
- ensure diversity and inclusivity are celebrated in the borough
- manage our leisure services, open spaces and sports facilities to support residents' health and wellbeing.

ECONOMY & GROWTH

We are focussed on maximising economic opportunities that benefit everyone and continue to foster economic growth across Charnwood.

We will:

- deliver over £40 million of investment by working with partners on Loughborough Town Deal
- deliver over £4 million of investment through the UK Shared Prosperity Fund which will improve communities, support local businesses and improve skills.
- adopt a robust Local Plan which will deliver homes, economic growth and protection of open spaces
- support town centre regeneration and attract inward investment for jobs
- focus on initiatives for business growth
- support tourism, heritage preservation, and strengthen district identity
- increase visitor numbers through events at the Town Hall, Museum, and Fairs
- support local companies through advice, regulation, and national funding opportunities