

# Corporate Strategy 2020 – 2024



## Leader's introduction

Welcome to Charnwood Borough Council's Corporate Strategy 2020-24.

This strategy sets out what the Council will be doing over the next four years to make Charnwood a stronger and more vibrant place for people to live, work, visit and invest in.

The priorities and aims have been shaped by Members, employees and residents whose views in our latest residents' survey have helped identify what is important to them.

The strategy is ambitious yet realistic as there are challenges ahead for local government finances. However, we are prepared.

We recognise that any future success will rely on closer collaboration with partners, other organisations and our communities.

The corporate strategy outlines what the Council wants to achieve and is supported by a more detailed business plan which will be rigorously monitored to ensure we are on track.

I am confident that in four years' time Charnwood will be a stronger, more vibrant and a more prosperous place.

*Cllr Jonathan Morgan, leader of Charnwood Borough Council*

# The vision

Charnwood is a borough for innovation and growth, delivering high-quality living in urban and rural settings, with a range of jobs and services to suit all skills and abilities and meet the needs of our diverse community.

With a highly-acclaimed university, thriving towns and a network of vibrant villages, and within easy reach of national and international markets, Charnwood provides everything a business needs to succeed.

At the forefront of technology while protecting our beautiful environment for future generations, Charnwood is a borough of contrasts, and provides a world of opportunity.

## Our values

Employees and members will work together as one council, living and breathing our core values:



### Pride in Charnwood

We take pride in our work and our borough and are ambitious for the future



### Customer Focused

We listen to our customers and are focused on delivering excellent services



### Working Together

We work together with pace and positivity as one council and in partnership with others



*... We will ensure 100,000 trees are planted in the borough ...*

*... We have pledged to become a carbon neutral organisation by 2030 ...*



## Caring for the environment

We care deeply about the environment and we are committed to looking after it for future generations.

We have already reduced our carbon footprint and we have pledged to become a carbon neutral organisation by 2030 to help tackle climate change.

Our parks and open spaces are award-winning and treasured by our communities and we will continue to care for them so they can be enjoyed by everyone. We will also continue to develop and improve our open spaces, supported by our pledge to ensure 100,000 trees are planted.

We will help protect our environment by using all powers available to tackle those who threaten it, such as the fly-tippers and litterers.

We will improve and develop our outstanding waste and recycling service to make it more efficient, more resilient and better for the environment.





## Healthy communities

We will continue to work with partners to make our towns and villages safer places to live, work and visit.

We will support our communities by delivering a range of services which not only help residents, but also empower them to make a positive difference in their local areas. Community cohesion will remain a priority.

We want healthy and happy residents and therefore we are committed to providing high-quality leisure facilities and sports activities for people and offer services to improve wellbeing, either directly or with our partners.

We are passionate about improving housing in the social and private sector and helping those in need of accommodation. We will continue to invest in our council homes and work with developers and the privately-rented sector to ensure high-quality homes are available to residents.

*... We will support our communities by delivering a range of services which not only help residents, but also empower them ...*



# A thriving economy



We will continue to support and foster strong economic growth in Charnwood.

Our draft Charnwood Local Plan sets out a vision of future growth up until 2036 and this will drive the local economy while delivering millions of pounds of improvements for local infrastructure and services.

The borough's economic strength will be further supported by the regeneration and growth taking place across Charnwood. From the Enterprise Zone to our rapidly-changing town centres, we are committed to leading, supporting and collaborating with partners and the private sector to ensure future generations have access to high-quality jobs. We want to grow Charnwood's reputation as a place where businesses thrive, particularly those in the innovation sector.

And while high streets are facing enormous challenges, we will help them become more diverse places, filled with homes and services as well as successful retail businesses. We will also respect the heritage of our town centres.

We will continue to use both business regulation and business support to help local companies.

The tourism sector will continue to play an important role in our local economy and we will help make Charnwood and its beautiful open countryside and thriving market towns a key destination for local, national and international visitors.

*... We are committed to leading, supporting and collaborating with partners and the private sector to ensure future generations have access to high-quality jobs*







## Your Council

We will continue to improve customer service and develop our staff to help them deliver outstanding services.

Our services will be increasingly available at the fingertips of residents through our digital channels. However, the opportunity to talk to our staff in person will always be there for people who need it.

We will build our digital services using technology that will help us be more effective, efficient and flexible to meet customers' needs.

We will continue to carefully manage our budgets, particularly by using effective procurement and well-managed contracts.

We recognise there are financial challenges ahead for local government and we will use them as an opportunity to transform into a more efficient, effective and innovative organisation.

The Council will be more commercial in the future and invest in commercial property to generate income. This will support the delivery of frontline services and help offset reductions in funding from other sources.

We will collaborate with partners, in the public and private sector, in a variety of ways to bring improvements to our services and the borough of Charnwood.



Our employees and elected members will work together as one council to bring positive change to Charnwood.

And we commit strongly to listening, talking and engaging with residents as we work together to create a more vibrant and prosperous Charnwood.

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