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South Holland District Council Corporate Plan 2015-19



@SHollandDC



South Holland District Council



www.sholland.gov.uk

Introduction

Welcome to South Holland District Council's Corporate Plan 2015-2019, the Council's vision for the district and its priorities for this period.

Our Corporate Plan sets out how we will work with partners and the community to ensure that South Holland continues to be a place of choice for people to live, work, visit and play.

It is based on information about the area and identifies how we will achieve our long-term vision, what our key priorities are and how we will deliver the services our residents want.

Our Council

South Holland District Council has always been a forward-thinking, entrepreneurial and innovative authority. We continue to strive for excellence and deliver great value for money for our residents while making the most of the huge opportunities for economic growth in our district.

Our ambition

To continue to increase the prosperity and wellbeing of our residents and businesses, whilst striving to protect and enhance the district's environment and its unique and historic character.

Our priorities

To develop safer, stronger, healthier and more independent communities while protecting the most vulnerable

To have pride in South Holland by supporting the district and residents to develop and thrive

To provide the right services, at the right time and in the right way

To encourage the local economy to be vibrant with continued growth

Our District

Surrounded by wide open countryside, the district of South Holland encompasses the flat fenlands of South East Lincolnshire, characterised by big skies and fertile land that was reclaimed from the sea over many centuries.

Once renowned for its tulip industry, it is now recognised nationally as the hub of the UK agriculture, food manufacturing and logistics sectors. South Holland is a welcoming place of thriving local communities offering great schools, a quality of life well above the national average and broad ranges of high quality family and starter homes. It is a district with a unique history and an exciting future.



South Holland is well served by road links - the A16, A17, and A52 all run through the district, enabling easy access to the A1 North and South, and the A14 to the Midlands. The recently upgraded joint train line provides a direct rail link to the East Coast Mainline at Peterborough, and with London King's Cross just over an hour away by train this ensures the district is more accessible than ever.

Our traditional market towns and villages retain the historic character that is unique to Lincolnshire. Our proud heritage, stretching back to Roman times, is displayed for all to see, from historic windmills to our modern day flower industry, with the fens and drains in between. The main towns and population centres of Spalding, Crowland, Holbeach, Donington, Long Sutton and Sutton Bridge all feature strong community identities and activities, matched by thriving business and industries.





South Holland is a popular choice for individuals, families and businesses because of high employment, low crime, a rich mix of skills, education, and infrastructure.

The population is expanding healthily with one of the highest growth rates of any local authority area in England and Wales. There are now 89,200 residents in the area with estimates that the population will reach 102,000 by 2021.

The growing population brings with it opportunities for commercial growth and development, as well as increasing demands for service providers. South Holland has a buoyant economy and a strong property market with prices remaining competitive in comparison to many other areas.

The continued success of major industries such as agriculture, horticulture, food processing, packaging and distribution, together with related

commercial support services, is testament to the skills base, education and support for entrepreneurs.

This success is reflected in an increasing demand for high quality housing, commercial developments and business support facilities. South Holland District Council is at the forefront of innovative schemes to develop high quality affordable homes for purchase, shared ownership and rent.

With financial support from South Holland District Council, superfast fibre broadband is being rolled out across the district for the benefit of residential and business users alike.

The Wash estuary with its wide range of wildlife, attracts a steady stream of visitors along with the historically important, Grade 1 listed Ayscoughfee Hall and Gardens which dates back to 1450 and the many architecturally distinctive parish churches. Spalding's Springfields Shopping Centre and the town's Festival Gardens are stand out features of the area's more modern attractions.

Thanks to its highly rated quality of life, the attractive environment, good schools and strong communities, South Holland continues to grow and develop as the place in Lincolnshire to live, visit and create thriving business.

Council priorities for 2015-2019

To develop safer, stronger, healthier and more independent communities while protecting the most vulnerable

We have...

- Secured more than £1 million of funding to the district for projects to improve community facilities such as village halls and skate parks, creating and promoting volunteering opportunities, and providing advice on welfare changes and benefits advice to residents
- Implemented Member Designated Budgets in April 2011, which have supported 587 community projects
- Adopted a new Housing Allocations Policy in June 2013 to focus the allocation of social housing to those in the highest need and ensure that people take up the most suitable housing option for them

We will...

- Enable the effective planning and delivery of housing solutions to meet local needs by providing access to a range of housing options, influencing standards and being a landlord of choice
- Lead and support the South Holland Health and Wellbeing Partnership to address key local health, care and wellbeing issues
- Work with partners to support older people to remain active, participative and live independently within the community
- Deliver council services that improve the opportunities for vulnerable residents and families with complex needs
- Ensure that national policies for protecting children and vulnerable adults are effectively implemented across all areas of our business



To have pride in South Holland by supporting the district and residents to develop and thrive

We have...

- Achieved year on year reductions in the amount of waste collected and sent to landfill
- Grown the supply of affordable housing by building on Council-owned land as part of a growing ambition to increase housing supply
- Installed additional bins in public areas and achieved faster clean up times by street cleansing teams
- Launched campaigns to involve local people in cleaning up their area, including 'Litter Blitz' and 'Pride in South Holland' campaigns
- Supported events to celebrate the London 2012 Olympic and Paralympic Games, and the Queen's Diamond Jubilee

We will...

- Develop and implement a local planning and development structure that achieves substantial and continued growth
- Work towards delivery and maintenance of a five year housing land supply
- Lead, enable and co-ordinate the provision of a range of local community and leisure facilities that improve education, health and wellbeing
- Work together with partners and local communities to improve the quality of public spaces to be cleaner, greener and safer
- Work with our partners to reduce and prevent crime and anti-social behaviour and protect the community and environment



To provide the right services, at the right time and in the right way

We have...

- Modernised services to include the introduction of electronic submissions for planning and building control applications and enhanced mobile and remote working arrangements
- Invested in new refuse collection vehicles with smart in-cab technology to improve efficiency of collections
- Implemented a Shared Management Team with Breckland Council, saving more than £1 million in the first year

We will...

- Ensure that Council services are accessible, customer friendly and responsive to residents and business needs
- Develop the council's transformation programme and work with partners to drive through efficiencies and achieve resilience
- Develop our commercial approach in a consistent way to secure our financial position by exploring opportunities to increase income
- Ensure that the asset base of the council is managed to its maximum
- Develop our organisations to be business ready, community focused and partners of choice
- Develop and implement a strategy to equip staff with the skills needed to drive the organisation forward
- Ensure that our regulatory services are consistent and effective and that the council is legally compliant



To encourage the local economy to be vibrant with continued growth

We have...

- Supported and engaged with businesses through the 'Grants4Growth' programme to award business grants, attract private investment, create and safeguard jobs and increase business turnover
- Established a Spalding Town Centre Manager and Management Board
- Supported new businesses with reduced introductory rent periods when taking one of the 50 council industrial units within the district
- Awarded Section 106 funding from planning contributions to projects in Spalding and Sutton Bridge to enhance towns within the district

We will...

- Work with our partners to ensure that the technological infrastructure is available, accessible and meets the needs of our communities and businesses
- Build strong working relationships, including with partners across sectors, to draw in funding and resources to the district
- Build on the key sector strengths of South Holland district to retain and attract business investment
- Grow and encourage local opportunities and activities for businesses in the district
- Develop a clear "open for business" approach across all council services that promotes and supports business growth



Delivering quality and value for money

Rising to the challenge of unprecedented pressures on spending and continuing demand for efficiency savings, the Council has achieved much to protect local services and reduce costs.

By combining new and more efficient ways of delivering local services with finding new sources of income, our success continues in maintaining the quality of services at the same time as reducing local tax levels.

Our priority in the years ahead is to ensure we continue to strive for excellence in both how we manage your money, and the quality of services we provide. We will seek to maximise future income from council assets for use in meeting the challenge of downward pressures on government funding for local authorities.

Over recent years we have worked hard to deliver significant savings and organisational efficiencies. Through our programme of transformation, and new commercial partnerships we are maintaining services at reduced cost to local taxpayers. A joint company (Compass Point Business Services Ltd) formed in partnership with East Lindsey District Council delivers key services to both councils including human resources, ICT, revenues and benefits, and financial services.

The savings from this joint venture are expected to amount to £10m between both councils, with another £500k annual savings from the arrangement with Breckland Council to share chief executive and senior management. These savings have enabled the council to deliver year on year reductions in council tax levels every year since 2010, while all the time maintaining essential local services.



Managing our finances 2015 - 2019

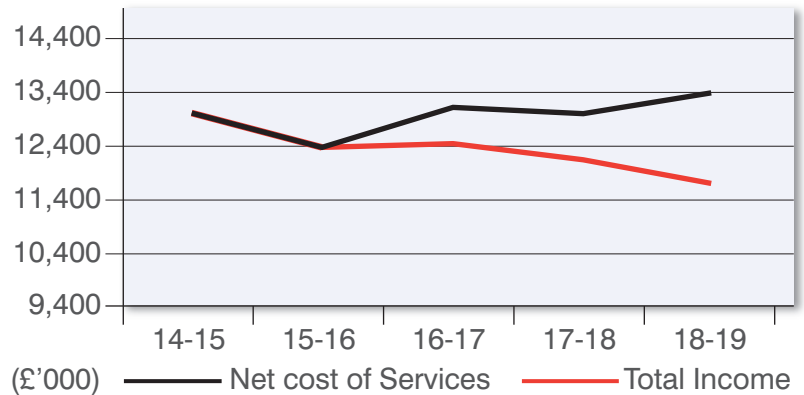
Medium Term Financial Strategy

The Corporate Plan is supported by the Council's financial strategy, which covers the same four year period (2015 to 2019). This financial forecast is a plan of everything the Council will spend over that period, and the income it will receive to pay for this.

Figure 1 shows the total net cost of services and income of the Council for each of the four years. This is the best forecast at the current time, and is subject to change depending on a range of local and national factors such as the economy.

The Council has a balanced budget position for the coming year (2015-16). In later years a funding gap has been identified resulting from increasing cost pressures and reducing

Figure 1



government funding. The Council's developing Transformation Programme is being targeted to address this in order to present a balanced and sustainable budget and medium term plan.

Figure 2

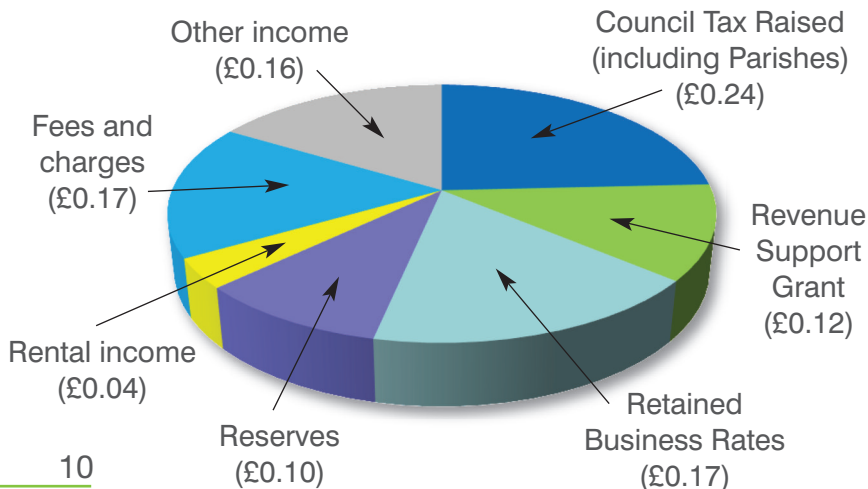


Figure 2 shows where each pound that the Council spends comes from. There are a number of different sources of income, with only 24p in every pound funded by Council Tax.

It is important to have a range of income sources so that the Council is not over-reliant on any one income stream. The Medium Term Financial Strategy includes plans to diversify the range of funding sources and identify new income generation opportunities to ensure the Council has a resilient financial future.

Harnessing the advantages of the digital age

Doing business online is now an everyday activity for the vast majority of UK residents, providing, as it does, fast and convenient channels to pay bills, request services and make purchases.

Here in South Holland we know from feedback how quickly customer expectations are changing. More and more residents expect our services to offer straightforward digital access 24 hours a day, seven days a week. We are now working hard to harness the advantages of the digital age and provide modern, smooth and fast customer experiences.

For all our communities, reliable and high quality digital services help mitigate both rural and urban isolation, particularly among older age groups where the ability to maintain regular contact with friends and family via email, social media or



video messaging can make a big difference to health and quality of life.

For the Council, increasing the availability of services via digital channels offers opportunities to continue reducing service costs (paid by local taxpayers), and means we will be able to offer more time to those people who either want to meet with us face to face, via phone, or who are unable to contact us via online channels.

Within our own organisation, the redesign of services to harness efficiencies and increase the accessibility offered by new technology will release funds to keep council tax low, and further improve the



Harnessing the advantages of the digital age (continued)



convenience and ease of access to services for residents.

The importance of reaping maximum benefit from digital channels is highlighted by the Government's drive to increase use of digital technology and so provide a more efficient service for users, as well as enabling customers to engage in ways that are most convenient for them.

We share this government goal and now plan to deliver for our communities through:

- Developing an improved website designed for the needs of today's customers, that is accessible to everyone, with online content that is useful and easy to find
- Increasing the range of council services available online and accessible 24 hours a day, 7 days a week
- Making greater use of social media such as Twitter and Facebook to provide up to date information and news about the full range of council activity.

Your Councillors

We have 37 councillors representing 18 wards **Find out more**

■ The Conservative group, led by Cllr Gary Porter, holds the majority, with 25 seats.

■ The Independent group, led by Cllr Angela Newton, holds 12 seats.

To find out more about your councillors, including contact details and information about which committees they sit on, visit: www.sholland.gov.uk/council/councillors. There is a vacancy in the Donington, Quadring and Gosberton ward until the May 2015 elections.



Cllr Brian Alcock
Crowland and Deeping
St Nicholas



Cllr Angela Harrison
Crowland and Deeping
St Nicholas



Cllr Paul Przyszlak
Crowland and Deeping
St Nicholas



Cllr Robert Clark
Donington, Quadring
and Gosberton



Cllr Jane King
Donington, Quadring
and Gosberton



Cllr Peter Coupland
Fleet



Cllr Sarah Wilkinson
Gedney



Cllr Nick Worth
Holbeach Hurn



Cllr Francis
Biggadike
Holbeach Town



Cllr Martin Howard
Holbeach Town



Cllr Rita Rudkin
Holbeach Town



Cllr Simon Booth
Long Sutton



Cllr Andy Tennant
Long Sutton



Cllr David Wilkinson
Long Sutton



Cllr Anthony Casson
Moulton, Weston
and Cowbit



Cllr Rodney Grocock
Moulton, Weston
and Cowbit



Cllr Andrew Woolf
Moulton, Weston
and Cowbit



Cllr James Avery
Pinchbeck and
Surfleet



Cllr Sally-Ann Slade
Pinchbeck and
Surfleet



Cllr Elizabeth Sneath
Pinchbeck and
Surfleet



Cllr Gary Taylor
Spalding Castle



Cllr George Aley
Spalding Monks
House



Cllr Angela Newton
Spalding Monks
House



Cllr Graham Dark
Spalding St John's



Cllr Roger Perkins
Spalding St John's



Cllr Howard Johnson
Spalding St Mary's



Cllr Gary Porter
Spalding St Mary's



Cllr David Ashby
Spalding St Paul's



Cllr Andrew
Miller
Spalding St Paul's



Cllr Roger
Gamba-Jones
Spalding Wygate



Cllr Christine
Lawton
Spalding Wygate



Cllr Michael
Booth
Sutton Bridge



Cllr Chris Brewis
Sutton Bridge



Cllr Michael
Seymour
The Saints



Cllr Malcolm
Chandler
Whaplode and
Holbeach St John's



South Holland District Council



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