

Deputy Leader Statement 2017/18



INTRODUCTION

East Staffordshire Borough Council has three Corporate Priorities:

- **Value For Money Council Services:**
Protecting your money
- **Promoting Local Economic Growth:**
To benefit local people by turning aspiration into reality
- **Protecting and Strengthening Communities:**
Love where you live

The following statement sets out how the Deputy Leader for Enterprise and Environment and officers of the Council will contribute to achieving these priorities.

However throughout the statement there may be examples of joint delivery with other Executive Members as well as managers from other sections. The activities outlined in the statement are often cross-cutting themes with overlaps into other areas.

The statement also highlights past successes by highlighting the Council's key achievements in 2016/17.

ACHIEVEMENTS IN 2016/17

Over the past 12 months, the Council has been working hard to improve its services and is currently on track to achieve around 95% of this portfolio's milestones set for 2016/17 by the end of the financial year.

Some of these achievements are highlighted in the following section.

Procured a Treatment Contract for Garden Waste

To ensure that the Council is reducing its waste operation costs, without compromising quality of the service, it introduced a new way of disposing of residents' garden waste, which will be adopted from April. This new organic waste disposal method has directly led to an annual saving of £280,000, equivalent to preventing a £4 increase in your council tax bill.

Introduced a Kerbside Collection of WEEE

Until August last year, residents in East Staffordshire wishing to dispose of Waste Electrical and Electronic Equipment (WEEE) needed to visit one of Staffordshire County Council's recycling centres. However, the Council has now introduced a kerbside collection service for small WEEE to offer a higher level of service to its customers without any additional charge.

Delivered Shovel Ready Sites for New Homes and Business Units in Uttoxeter

The remediation and provision of new infrastructure for two brownfield sites in Uttoxeter (Dove Way and Pennycroft), was completed in 2016 in readiness for development. This was achieved by successfully applying for a Greater Birmingham and Solihull Local Enterprise Partnership grant of £1.5m.

The first tenant of the new Dove Way development was the County Council, who opened their new household waste site in December 2016. The rest of the Dove Way land will be developed into workshops and industrial unit,

whereas the Pennycroft scheme will see the development of around 50 new family homes.

Introduced a Scheme to Provide New Affordable Homes on Redundant Land

The recent increase in housing planning permissions granted to developers has led to an increase in Section 106 contributions that are ring-fenced for affordable home provision. Last year the Council produced a business plan setting out how this capital could be invested in regenerating brownfield sites and building new quality affordable homes. The plan will be implemented this year.

Launched a Self-Build Development Opportunity for Local People

In January the Council launched its new self-build scheme by releasing eight building plots in Branston where people can purchase land to custom build their own dream home.

As well as contributing to resolving the local housing need, this scheme will provide a capital receipt that could be used to continue the self-build scheme project and generate additional capital, or be invested in other community projects.

Secured a Developer to Provide a Mixed-Use Scheme on Bargates

In September the Council formally agreed to work with Jessup, a development company based in Staffordshire, to develop an exciting scheme on the former Bargates Shopping Centre. A mixed-use scheme, including new homes, an over-55 living complex, shop and café/restaurant, set in an environment of attractive public realm fronting the Washlands, has been submitted for planning.

Completed the Public Toilets Refurbishment Programme.

Following on from the successful toilet renovation programme that has seen new and improved facilities provided at Stapenhill Gardens, Bramshall Park, and Tutbury over the last few years, the public lavatories at Bradley Street,

Uttoxeter, Newton Road, Burton and Crowberry Lane, Barton were renewed in 2016.

Continued Strong Environment Services Performance

The Council continued to work on maintaining and improving the already strong performance of its Environmental Services. Benchmarking against its nearest neighbours, in terms of local authority profile, East Staffordshire performed best in 5 of the 6 measures, including; household waste recycled/composted and levels of street and environmental cleanliness.

OBJECTIVES FOR 2017/18

2016/17 has been another successful period for the Council, but it is determined to build on this platform as it moves forward into the new financial year. It will continue to further improve service delivery, performance and value for money. This will be achieved through delivery of the Council's three Corporate Priorities, which will be supported by the following objectives and targets led by the Enterprise and Environment area.

Continue to Deliver a High Quality Environmental Service that Offers Value for Money (Targets EE01; EE02; EE03; EE16; EE17; EE18; EE19; EE20; EE21; EE22)

East Staffordshire Borough Council is proud of its waste collection and street cleaning service, evidenced by its performance when compared to peers, as outlined above. This year the Council will continue to improve, and introduce additional performance measures to ensure it meets customer expectation.

Maintaining a Strong Building Consultancy Service and Conducting a Fee Review (Targets EE04; EE05; EE06; EE07)

In line with the adopted Fees and Charges Policy, this year the Council will be reviewing the charges for applicants of projects requiring building regulations approval.

Deliver a Self-Build Scheme (Targets EE08; EE09; EE10; EE11; EE12)

On 31st January the Council held an event to launch its self-build scheme at Lynwood Road, Branston. Around 100 people turned up all who were interested in custom building their dream home in the Borough. This year, following the receipt of a suitable planning permission, the Council will invite prospective purchasers to secure their plot, and deliver the infrastructure required to support the proposed new homes.

Delivering a Mixed Use Scheme on Bargates (Target EE13)

The preferred developer, Jessup, tendered a planning application for a mixed use scheme in February. This is due for a planning decision in late spring. At this point the Council will announce the next steps.

Detailed Business Plan for Brownfield Regeneration (Target EE14)

Using Section 106 monies provided by developers who have been granted planning consent for new housing across the Borough, the Council will put into action its business plan to deliver affordable homes with a Registered Social Landlord partner.

Deliver Three Jobs Fairs (Target EE15)

East Staffordshire enjoys one of the lowest rates of unemployment in the West Midlands. However, the Council will continue to improve this position even further by working with partners to deliver at least three jobs fairs before March 2018.

Meet New Obligations Created by the Homelessness Reduction Bill (Target EE23)

The Homelessness Reduction Bill, introduced by Government last year, creates a host of additional duties for all local authorities, particularly with how councils provide temporary accommodation. The Council will address this issue by putting in place new arrangements to ensure it is legally compliant.

Tackle Rough Sleeping and Supporting Homeless Residents (Targets EE24; EE25; EE26)

Last autumn before the cold set in, the Council set up a Rough Sleepers Outreach Service in partnership with the YMCA, to offer support to any rough sleepers in the Borough. This year the Council will ensure that the service is delivered to a high standard. In addition, the Council will continue to monitor our performance in dealing with people who become homeless and need Council support.

Bring Forward a Project to Tackle Empty Homes (Target EE27)

Using Section 106 monies, in line with the approved programme of works, the Council is presently designing the matrix to inform the decision of selecting properties. A business plan will be identified and produced, detailing the first year of the empty homes programme.

“Jam Jar” Business Plan (Target EE28)

To continue supporting vulnerable people in managing their finances to minimise the risk of being evicted through non-payment of rent, the Council will investigate methods of helping the more vulnerable tenants in managing their finances to ensure they prioritise rent and food.

MEASURES AND TARGETS FOR 2017/18

The Enterprise and Environment portfolio has identified a number of measures and targets for 2017/18 which will contribute to the delivery of the objectives detailed above. These are set out in the following tables.

Value For Money Council Services

Ref	Measures	Target 2017/18
EE01	Minimise The Number Of Missed Bin Collections	<i>To be agreed post outturn</i>
EE02	Deliver A High Quality Environmental Service	Resolve 100% of customer requests for repaired or replacement bin requests within 5 working days <i>(March 2018)</i>
EE03	Deliver A High Quality Environmental Service	Complete a waste collection business plan to address growth in the Borough, to seek financial and operating efficiencies <i>(June 2017)</i>
EE04	Maintaining A Strong Building Consultancy Service	Launch new tariff schedule <i>(March 2018)</i>
EE05	Maintaining A Strong Building Consultancy Service	Ensure that 80% of site inspections are undertaken within 1 day of notification <i>(March 2018)</i>
EE06	Maintaining A Strong Building Consultancy Service	Ensure that 70% of plan checking is completed within 15 days of receipt <i>(March 2018)</i>
EE07	Maintaining A Strong Building Consultancy Service	Working with other districts, complete a business plan to introduce a countywide service <i>(March 2018)</i>

Promoting Local Economic Growth

Ref	Measures	Target 2017/18
EE08	Deliver A Self-Build Scheme	Complete marketing of opportunity, with a shortlist of interested purchasers <i>(May 2017)</i>
EE09	Deliver A Self-Build Scheme	Take decision on final sale format <i>(November 2017)</i>
EE10	Deliver A Self-Build Scheme	Submit planning application <i>(October 2017)</i>
EE11	Deliver A Self-Build Scheme	Complete tender process for infrastructure provision <i>(deadline to be agreed in year, following planning)</i>
EE12	Deliver A Self-Build Scheme	Complete plot disposal of phase 1 <i>(deadline to be agreed in year, following planning)</i>
EE13	Deliver A Mixed-Use Scheme At Bargates	<i>Target(s) to be agreed in year, following planning)</i>
EE14	Brownfield Regeneration	Identify site and produce a detailed business plan for delivery <i>(September 2017)</i>
EE15	Job Fairs	Deliver three jobs fairs <i>(March 2018)</i>

Protecting and Strengthening Communities

Ref	Measures	Target 2017/18
EE16	Maintain Top Quartile Performance For Street Cleansing - Litter	0%
EE17	Maintain Top Quartile Performance For Street Cleansing - Detritus	1%
EE18	Maintain Top Quartile Performance For Street Cleansing - Graffiti	0%
EE19	Maintain Top Quartile Performance For Street Cleansing – Fly-Posting	0%
EE20	“Loo Of The Year” Awards	Achieve 4 gold standard awards <i>(March 2018)</i>
EE21	Maintain Top Quartile Performance On Recycling	Household waste recycled and composted <i>To be agreed post outturn</i>
EE22	Maintain Top Quartile Performance On Waste Reduction	Residual household waste per household <i>To be agreed post outturn</i>
EE23	Prepare For The Homelessness Reduction Bill	Produce plan to ensure compliance <i>(March 2018)</i>
EE24	Supporting Homeless Residents	Provide same day advice and assistance to 90% of people making housing enquiries <i>(March 2018)</i>

Ref	Measures	Target 2017/18
EE25	Supporting Homeless Residents	Average waiting time of 5 working days for homelessness appointments <i>(March 2018)</i>
EE26	Rough Sleepers Outreach Service	Respond to 100% of referrals within 2 working days <i>(March 2018)</i>
EE27	Reduce The Number Of Empty Homes	Produce a business plan to tackle empty homes <i>(July 2017)</i>
EE28	Introduce A “Jam Jar” Scheme	Produce business plan to inform delivery options <i>(May 2017)</i>