

Deputy Leader Statement 2016/17



Portfolio for Enterprise and Environment

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 2015/16.

ACHIEVEMENTS IN 2015/16

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 2015/16 by the end of the financial year.

Some of these achievements are highlighted in the following section.

Appraised a Separate Weekly Food Collection as Part of a Future Organic Waste Collection Service

The Council is always looking to continuously improve its operation, and reduce operational costs, thereby assuring that the services offered are fit for purpose and provide value for money. In November, the Council completed an assessment of a separate weekly food collection, as part of a future waste collection service. Whilst this investigation has proved that such arrangements would not offer value for money, and will therefore not be taken further at this time, a solution can be implemented that will reduce operating costs by around £¼ million, without the need to dispose food waste at landfill.

Delivered the Business Development Fund (BDF) Round 2

A second phase of the fund has now been exhausted, with a further £200,000 of total grant monies invested in the local business community, taking the Council's total investment in East Staffordshire businesses to £350,000. This has directly levered in £½ million of private investment, creating 143 new jobs.

Released Brownfield Land for the Development of New Homes and Business Units in Uttoxeter

This summer, the Council secured a detailed planning consent for over 100,000 sq ft of new employment land at the proposed business park at Dove Way, Uttoxeter, and 49 new family homes at Pennycroft, Uttoxeter.

Following the granting of planning permission, the Council had started to construct a new access road, with associated services and drainage infrastructure at Dove Way, Uttoxeter. At the same time, the former recycling

centre at Pennycroft has been temporarily relocated to Stafford Road, and the site completely remediated in readiness for the new homes. The Council secured a £1.5m grant from the Local Enterprise Partnership to carry out this work.

Continued our Strong Environment Services Performance

The Council is extremely proud of the Borough's street cleanliness and recycling performances, particularly in comparison to its local authority peers. Our fantastic staff will continue to ensure that the Council maintains this strong performance and improve even further where possible. As such, in November, for the first time, it took possession of an entire replacement fleet of brand new vehicles. Not only will these vehicles be more cost efficient to run, their new engines will be greener.

In addition, using the money that the Council has saved on fuel, it "invested to save" by replacing its old, out of date fuel tank, with a new, fit for purpose container, that will serve the operation for many years to come.

Extended our Public Convenience Refurbishment Programme

In January, work began to refurbish the public toilet at Duke Street, Tutbury, which will be completed and re-opened to the public before April 2016.

OBJECTIVES FOR 2016/17

2015/16 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.

Procurement of a Treatment Contract for Garden Waste (Target EE01)

To ensure that the Council is reducing its waste operation costs, without compromising quality of the service, it will be procuring a specialist contractor to dispose of residents' garden waste, to replace the existing arrangement of food and garden organic waste which ends in 2017.

Appraise the Opportunity to Collect WEEE (Target EE02)

Presently, residents in East Staffordshire wishing to dispose of Waste – Electrical and Electronic Equipment (WEEE), need to visit one of Staffordshire's recycling centres. To further improve the waste collection service, the Council will appraise the viability of a kerbside WEEE collection service.

Deliver New Homes and Business Units in Uttoxeter (Targets EE03; EE04; EE05; EE06; EE07)

The infrastructure for the two brownfield sites in Uttoxeter will be completed in the first half of 2016, in readiness for development. The Council is working with Staffordshire County Council to build a new recycling centre on the site, which will be the first development scheme delivered on the site. To complete the business park, the Council will be opening a procurement process to secure developers to build out the remaining business units and family homes on the two sites.

Continue Development of Brownfield Sites Along the Derby Road Corridor, Burton (Target EE08)

As development of Derby Road starts to take shape, in line with the Council's Derby Road Masterplan, and to build on the success of St Modwen's business park, the Council will produce an options appraisal to unlock more redundant brownfield land, ensuring the area maintains the progress of its regeneration.

Further Promote East Staffordshire as the Place to Invest and do Business (Target EE09)

Following on from the success of the Council's association with the Greater Birmingham and Solihull Local Enterprise Partnership, in terms of securing funds direct, and on behalf of local business, our team of Officers will further support business to access grants through the new stream of funding from Europe.

Self-build Next Steps (Targets EE10; EE11)

Over the coming years, we will see significant housing growth, as set out in the East Staffordshire Local plan, adopted last autumn. To contribute towards housing delivery on brownfield sites, the Council has decided to contribute its own land at Lynwood Avenue, Branston, for Self-Build plots. These fully serviced plots will be offered for sale to the public, who wish to design and build their own home. A methodology will be published in late autumn 2016, and the sales of the first plots launched in spring 2017.

Bargates (Target EE12)

Work regarding the Bargates development site is ongoing and will continue in 2016/17. Specific targets relating to these activities will be confirmed within the year.

Washlands Frontage Improvement Works (Target EE13)

As the Council works towards delivering a new quality scheme for the Bargates site, there is an opportunity to enhance the walkways linking the site to the Town Centre along the Washlands, ensuring that pedestrians can benefit from the fantastic views along the route, and increase footfall to

support businesses in the area. Therefore, a business plan will be developed to appraise the viability of such a project.

Refurbish the Remaining Public Toilets (Target EE14)

Following on from the successful toilet renovation programme that has seen new and improved facilities provided at Stapenhill Gardens, Bramshall Park, and Tutbury, the public lavatories at Newton Road, Burton and Crowberry Lane, Barton will be renewed. The facilities at Bradley Street, Uttoxeter will also be refreshed in readiness for the cycle race passing through that area.

Produce a Plan to Invest Developers' Offsite Affordable Housing Contributions (Target EE15)

When a developer is granted a planning permission for new homes, the Council can receive a capital contribution for providing new affordable homes elsewhere in the Borough. The Council will provide a delivery plan to set out how and where this investment could be made.

Continue Strong Environment Services Performance (Targets EE16; EE17; EE18; EE19; E20; EE21; EE22)

The Council will continue to work on maintaining and improving the already strong performance of its environmental services. Household waste / recycling and levels of street cleanliness will continue to be monitored, both in terms of our performance and when compared to our local authority peers. The Council will also continue to minimise missed kerbside collections.

MEASURES AND TARGETS FOR 2016/17

The Enterprise and Environment portfolio has identified a number of measures and targets for 2016/17 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 2016/17
EE01	Reduce the cost of our recycling operation	Procure a new contract for the treatment of garden waste (March 2017)
EE02	Increase the collection of WEEE appliances	Produce a plan to introduce a kerb-side collection service for small appliances (September 2016)
EE03	Working with the County Council, deliver a fully serviced employment site in Uttoxeter	Complete infrastructure at Dove Way (September 2016)
EE04	Working with the County Council, deliver a fully serviced residential site in Uttoxeter	Complete infrastructure at Pennycroft Lane (November 2016)
EE05	Working with the County Council, deliver a Household Waste Recycling Centre (HWRC) in Uttoxeter	Facilitate the opening of a new HWRC off Dove Way (September 2016)

Promoting Local Economic Growth

Ref	Measures	Target 2016/17
EE06	Deliver a new employment park in Uttoxeter	Secure a developer to deliver the business park off Dove Way (February 2017)
EE07	Deliver a new housing development in Uttoxeter	Secure a developer to deliver a new housing scheme off Pennycroft Lane (February 2017)
EE08	Deliver development on redundant brownfield sites along the Derby Road corridor	Produce a plan that can deliver new housing and employment development on unused brownfield land (June 2016)
EE09	Promote East Staffordshire as the place to business	Support eight local business to apply for EU grant funding that would create new jobs in the Borough (March 2017)
EE10	Deliver self-built plots in Burton upon Trent	Produce a detailed business plan and methodology for the delivery of self-built dwellings on Lynwood Avenue, Branston (October 2016)
EE11	Deliver self-built plots in Burton upon Trent	Release plots for sale (January 2017)
EE12	<i>Bargates Measure(s) to be confirmed in year</i>	<i>Bargates Targets(s) to be confirmed in year</i>

Protecting and Strengthening Communities

Ref	Measures	Target 2016/17
EE13	Strengthen the pedestrian use of the Washlands between Bargates and the Town Centre	Produce a cost plan for installing lighting along the Washlands walkway (October 2016)
EE14	Complete the Council's public convenience improvement plan	Complete the refurbishment of the public toilets at Bradley Street, Uttoxeter; Newton Road, Burton; Crowberry Lane, Barton (March 2017)
EE15	Delivery a programme of projects to tackle homelessness in East Staffordshire, and deliver more affordable homes	Produce a programme plan to deliver new and improved affordable accommodation for residents, using Section 106 capital (July 2016)
EE16	Residual household waste per household <i>(Previously NI 191)</i>	<i>To be agreed post outturn</i>
EE17	Household waste recycled and composted <i>(Previously NI 192)</i>	<i>To be agreed post outturn</i>
EE18	Improved levels of environmental cleanliness (levels of litter) <i>Previously NI195a</i>	0%
EE19	Improved levels of environmental cleanliness (levels of detritus) <i>Previously NI195b</i>	1%
EE20	Improved levels of environmental cleanliness (levels of graffiti) <i>Previously NI195c</i>	0%

Ref	Measures	Target 2016/17
EE21	Improved levels of environmental cleanliness (levels of fly-posting) <i>Previously NI195d</i>	0%
EE22	Number of missed bins per 10,000 collections	1.5 missed bins per 10,000 collections