

# Council Delivery Plan 2013/14





*'We are very fortunate to live in an area full of character, thanks to our busy market towns, close-knit rural villages, rolling farmland and wooded countryside'*

Planting a tree in the National Forest  
Photo courtesy of the National Forest Company

# Introduction...

Welcome to our Council Delivery Plan for 2013/14, which sets out how we intend to improve North West Leicestershire in the year ahead.

We are working harder than ever to deliver high quality services and provide value for money. We are focused on helping our residents and businesses in this difficult economic climate and, in order to help us achieve this, we have taken the decision to freeze Council Tax for the fourth year running. We have approached our budget with a tight financial mindset. This has been underpinned by ensuring we have some money available to maintain, invest and make essential improvements in services for the communities in our District.

Despite significant financial challenges, we're proud of our achievements during the past year:

- The decent homes improvement programme invested £4.5m in 2012/13 to improve 500 council-owned homes and the lives of 1038 residents.
- The Council actively supported community groups and residents celebrate the Queens Diamond Jubilee weekend and the 2012 Olympic and Paralympics including advising on over 20 Street Jubilee parties and events and delivering the Coalville TWENTY12 community event attracting over 5,000 people.
- The "Buy Local" initiative was launched at the end of September and over 600 suppliers have already registered on the portal which helps local businesses to source local suppliers. 38% of the Council's total spend during the year was with small and medium suppliers, an increase from 30% in the previous year.
- The Council for the 2nd Year in a row won a National Keep Britain Tidy Award for its Green Footprints Challenge work. Pupils from Castle

Rock School designed and delivered their own educational campaign for their community which resulted in between 50-100% reduction in dog fouling in targeted areas, leading to less complaints and a cleaner neighbourhood for residents.

- Our savings programme has delivered £650,000 during 2012/13, helping us to freeze Council Tax for our customers.
- The Council and the Safer NW Partnership has seen crime reduce by 11% and anti-social behaviour reduce by 25% in the last year. Crime in NWL has now fallen year on year for seven years and anti-social behaviour has fallen consistently for the past four years. This means there have been around 2,650 fewer victims of crime since 2004.

Looking forward, a key area of investment for us in the years ahead will be our continued work on improving the quality of tenants' homes and thereby ensuring all council homes meet the Decent Homes Standard by 2015. The Council plans to invest a further £17m to March 2014 to improve over 3000 homes.

We would like to thank those who have worked with us over the last year to improve the services we deliver. Special thanks are deserved by Leicestershire Police, the Homes & Communities Agency, Leicester & Leicestershire Economic Partnership, Leicestershire County Council, Stephenson College, The National Forest Company and of course our staff. We look forward to building on our successes during 2013/14 and beyond.



**Cllr Richard Blunt**  
Leader  
North West Leicestershire  
District Council



**Christine E Fisher**  
Chief Executive  
North West Leicestershire  
District Council

# What we plan to do in 2013/14



Run for Sport Relief, Hicks Lodge

## Our vision for the future

*“North West Leicestershire will be a place where people and businesses feel they belong and are proud to call home”*

Delivering this vision is the focus of our four priorities and ensures that we concentrate on using our resources to deliver what really matters to local people and businesses.

# Council Priorities for 2013/14

## • Value for Money

We aim to provide Council services that people feel are good value for money

## • Business and Jobs

We aim to make the District a better place to invest, work and visit

## • Homes and Communities

We aim to improve the wellbeing of people living in North West Leicestershire

## • Green Footprints Challenge

We aim to make people feel proud to be part of a greener district



# Our People

At North West Leicestershire District Council we know our staff are our biggest asset. Delivering excellent service for our customers means developing and supporting our staff to be their best; we measure success not only by delivering great results, but also in the way we achieve them. The Council promotes 5 core values for its employees as part of its Best Employee Experience (BEE) programme:

- **Spend our money wisely** – Our staff ensure they deliver value for money in everything they do.
- **Support what is possible** – Our staff identify, agree and deliver the best possible outcomes for all customers.
- **Be fair and proud** – Our staff show pride in

their work and take individual responsibility for delivering what is agreed.

- **Listen carefully** – Our staff listen and respond to the needs of customers and colleagues – both internally and externally.
- **Deliver agreed quality** – Our staff ensure they deliver within agreed timescales and to the expected quality.

During 2013/14 we will ensure our staff deliver on our core values through regular appraisals, monitoring of feedback from customers and training and development. We will celebrate the achievements of staff who consistently demonstrate outstanding service, and will use feedback from our customers to identify staff providing exceptional customer experiences.

# Value for Money

## People feel Council services provide good value for money

What we want to achieve	How we will achieve it
Customers are happier with key services provided	<ul style="list-style-type: none"> <li>• To deliver a change programme which improves the customer experience</li> </ul>
People feel the Council is spending money well	<ul style="list-style-type: none"> <li>• To identify and develop the projects which will deliver medium term savings to the Council's budgets</li> </ul>



Face painting at Willesley Estate, Ashby de la Zouch



Potential prize winners at the Packington Show, Packington



Woodland shelter, Sence Valley Forest Park, Ibstock

# Business and Jobs

## Our District is a better place to invest, work and visit

What we want to achieve	How we will achieve it
Businesses choose to locate in our District	<ul style="list-style-type: none"> <li>To provide advice and guidance to local businesses and assist existing and new businesses to relocate within the District</li> <li>To improve the trading performance of Coalville Indoor Market</li> </ul>
People find suitable employment within the District	<ul style="list-style-type: none"> <li>To extend the apprenticeship and youth employment opportunities under our direct control</li> <li>To support local businesses through Buy Local project</li> <li>Provide employment advice and support to local residents</li> </ul>



Shopping in Ashby de la Zouch

# Homes and Communities

## The wellbeing of people in North West Leicestershire is improved

What we want to achieve	How we will achieve it
People feel proud of their homes and communities	<ul style="list-style-type: none"> <li>To improve the quality of our Council tenants homes through the delivery of the Decent Homes Improvement Programme</li> <li>To work with our partner Housing Associations and other means, to deliver a programme creating additional affordable homes across the District.</li> </ul>
People feel safe in their community	<ul style="list-style-type: none"> <li>To support and deliver the Safer North West Leicestershire Partnership Strategy and action plan, prioritising tackling crime, focusing on anti-social behaviour and supporting our communities</li> </ul>
Families in need are supported by the Council	<ul style="list-style-type: none"> <li>To deliver the Supporting North West Leicestershire Families programme across the district</li> </ul>



Celebrating the Queen's Diamond Jubilee, Ashby de la Zouch



David Wilson Homes at Poppy Fields, Ellistown



Apple Day celebration at Ashby de la Zouch

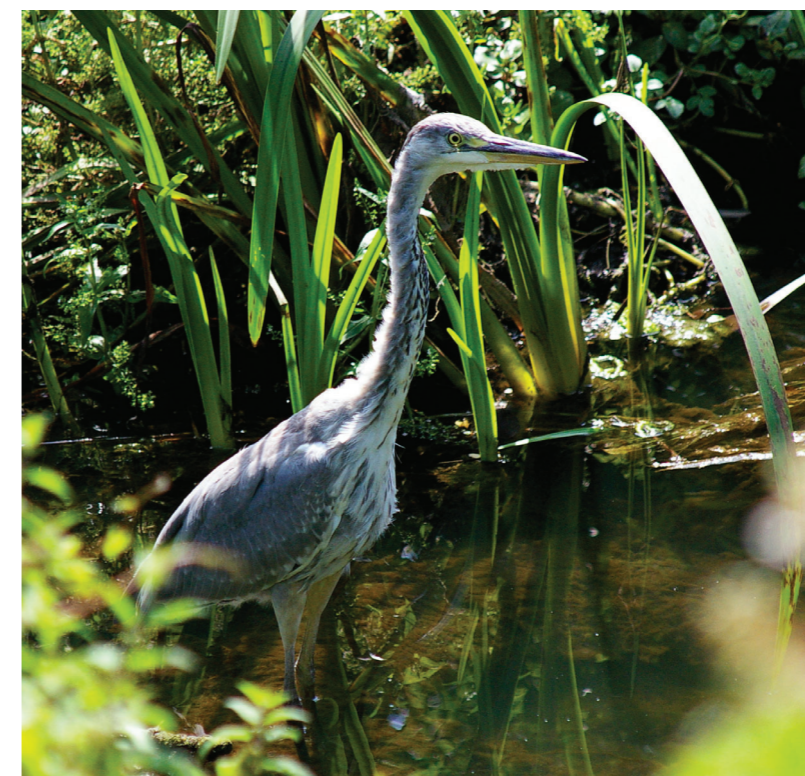


Litter Pick, Castle Donington

# Green Footprints Challenge

## People feel proud to be part of a greener district

What we want to achieve	How we will achieve it
Residents and businesses are motivated to be greener	<ul style="list-style-type: none"> <li>To develop campaigns and programmes to tackle the issues that matter most to our community such as dog fouling and littering</li> <li>To maximise the proportion of waste recycled through increasing participation in the kerbside recycling service</li> <li>To promote exemplar sustainable developments</li> </ul>
The Council demonstrates community leadership in being green	<ul style="list-style-type: none"> <li>To complete a pilot scheme examining retrofit green technologies for Council tenants homes, to inform the development of our Green and Decent Improvement Scheme for Council tenants homes post 2015</li> </ul>



Heron at Nature Alive, Coalville



Ashby Statutes Fair

# Managing the Council's Finances - 2013 to 2016

Continuing to ensure that we deliver value for money in the services we provide is more important than ever in the current economic climate as the Government moves forward with its deficit reduction programme. The Government has reviewed the funding of local authorities and provided opportunities to reward business growth and increases in housing stock, but it is clear that the overall level of funding will continue to fall.

For 2013/14 our Government grant allocation was reduced by 7.5% compared to 2012/13. Through our medium term financial planning, the Council had anticipated such a reduction, and has continued to identify and deliver savings to meet overall expected funding reductions up to the end of 2015/16.

It is expected that total annual savings of £1.8M will be required over this period, of which approximately £600,000 has been found for 2013/14, contributing to a zero increase in the level of District Council Tax

for a further year. Our financial planning currently assumes that the level of District Council Tax will not rise over this period.

The Council will continue its drive for efficiency, economy and effectiveness in everything it does and will also continue with the regular monitoring of income and expenditure and recording efficiency savings made. This will ensure that any issues affecting budgets are identified and appropriate action taken in a timely manner.

# Building Confidence in the Council's Performance

Our performance was very strong across the Council during 2012/13, but we continue to strive for performance improvements across all services.

At the heart of our work to further improve the services that people value will be a performance programme focussing on:

- Quarterly reports to Cabinet, which will include performance on the Council's priorities and frontline services
- Actively engaging our customers and communities in shaping our services
- Investing in and supporting our local Councillors in undertaking their duties
- Valuing the views of our partners and customers to improve our performance
- Engaging external best practice and benchmarking to challenge what we do and how we do it
- Working as one Council and one Team to deliver the best we can
- Releasing talent, growing capacity and expertise within the staff of the Council

Each of the actions set out in this Plan will be monitored quarterly by members of the Council's Cabinet to ensure we are achieving the high standards we have set. You can check our progress by visiting the performance page of the Council's website [www.nwleics.gov.uk/performance](http://www.nwleics.gov.uk/performance)



Path to Grace Dieu Wood, Thringstone



*'Local people are at the heart of our services, and during 2013/14 we will continue to work closely with you to improve the services you value'*

Moira Canal Festival

## Useful Information

Should you require further help please find our details below.

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