



# North West Leicestershire

District Council

End of Year Report 2017-18



# Welcome to the North West Leicestershire District Council End of Year Report

## Customer interactions

79,163

people contacted us by phone

779,796

visits to our website

16,252

people came to our Customer Service Centre

Our tweets and Facebook posts were seen over

2 million times

This annual summary of our performance gives you an overview of what we've achieved in each of our priority areas:

- Value for money
- Homes and communities
- Business and jobs
- Building confidence in Coalville
- Green Footprints

The report provides an update on the things we said we'd like to achieve in the annual Council Delivery Plan.

We also give details of any other achievements or areas where we need to make improvements.

To help us provide excellent services, our staff work according to our values. We always strive to deliver agreed quality, be fair and proud in our work, listen carefully to our customers and partners and support what is possible in our work as a district council. Most importantly, we aim to spend our money wisely, providing value for money in our services.

To find out more about our performance, including what we prioritise each year through our Council Delivery Plan visit [www.nwleics.gov.uk/performance](http://www.nwleics.gov.uk/performance)



Coalville by the Sea

# Overview of North West Leicestershire



We did **452** food hygiene inspections in businesses

**75%** were given the highest hygiene rating of 5



We determined **926** planning applications



We supported **25** town and parish councils



We made **4,170** routine, **3,118** urgent and **1,328** emergency repairs to council homes



We monitored **1,034** incidents using our CCTV system



We emptied waste containers **6.7 million** times



**920,612** visits to our leisure centres were made



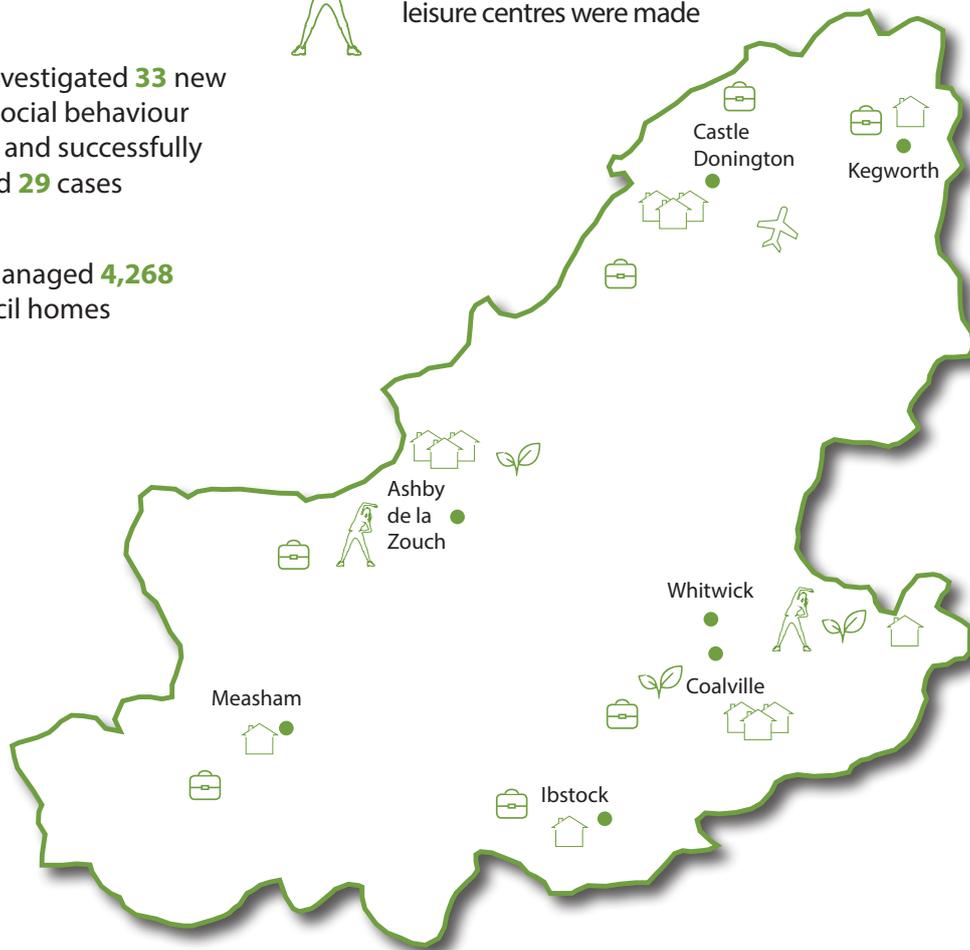
We responded to **891** reports of fly tips



We investigated **33** new anti-social behaviour cases and successfully closed **29** cases



We managed **4,268** council homes



We did **413** mechanical inspections of taxis



We have an 'open for business' policy and gave free business advice to around **250** businesses last year. Top ten businesses in North West Leicestershire (by turnover)



We looked after **220** parks, sports pitches and other green open spaces

- Barratt Developments
- Aggregate Industries
- Bloor Investments / Triumph Motorcycles
- Breedon Group
- Ibstock PLC

- Ceva Logistics
- Available Car
- Cott Beverages
- Plastic Omnium Automotive
- Logson Group

# Total plan of commitments

# 48

Commitments made by the council in our 2017/18 delivery plan

Commitments achieved

# 31

Commitments on plan

# 14

Commitments behind plan

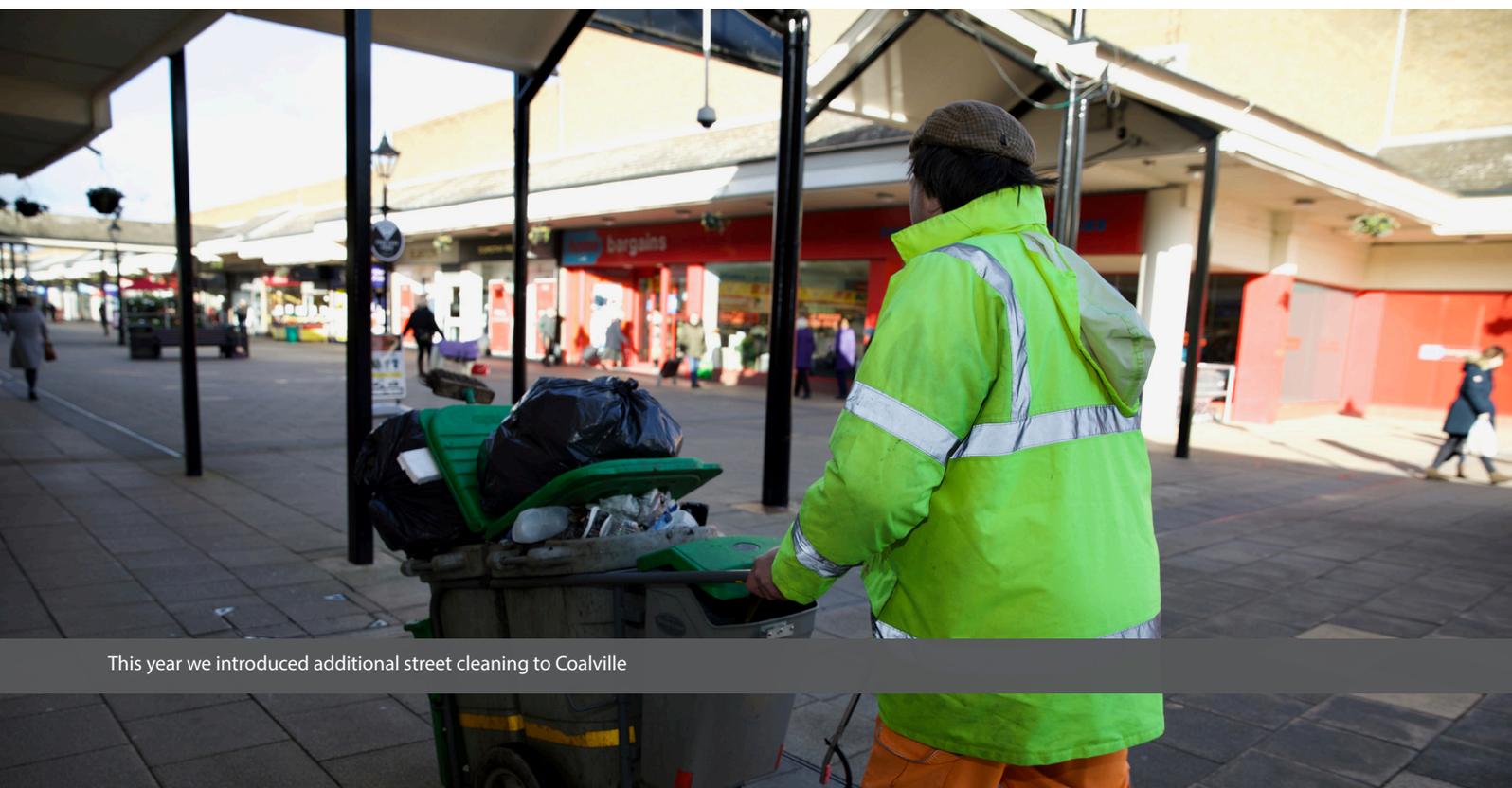
# 3

Commitments cancelled

# 0

Message from Bev Smith, Chief Executive:

"Our staff are our biggest asset. It is their professionalism, hard work and dedication that has led to us achieving so much in 2017/18. They drive innovation and high standards, always thinking of ways we can make our services better for customers. Thank you to every member of staff; you have all made a valuable contribution to these achievements."



This year we introduced additional street cleaning to Coalville

# Managing our finances

We run two budgets. The **Housing Revenue Account** is funded through the rent our tenants pay and is only spent on our housing service. The **General Fund** is funded through a range of income streams and is used to run all our other services. To find out more visit [www.nwleics.gov.uk/mtfs](http://www.nwleics.gov.uk/mtfs)

## Our General Fund income

Income	Planned to collect	Actually collected	Difference
Council tax	£5 million	£5 million	0
Business rates	£3.8 million	£5.6 million	+ £1.8 million
Planning fees	£1.1 million	£0.9 million	- £200,000
Recycling	£782,000	£927,000	+ £145,000
Government grant (the Revenue Support Grant)	£572,000	£572,000	49% reduction on what we received in 2016/17. In 2019 this grant will reduce to zero.

## General Fund: What we planned to spend and save

We budgeted to spend £11.6 million of our £12.5 million budget and add £934,000 to our reserves.

We actually spent £11 million and added £1.85 million to our new self-sufficiency fund plus £1.4 million into other reserves. We were able to do this because we spent less and collected £1.8 million more in business rates than we expected.

We spent £1.6 million on making improvements across the district, including:

£650,000 on adaptations in residents' homes  
£295,000 on the extension of North Street Car Park in Ashby  
£150,000 maintaining our waste collection vehicles

## Our new self-sufficiency fund

We know that our funding from Government is going to reduce dramatically in the coming years. The self-sufficiency fund is designed to protect us against future financial challenges.

We will use this fund to develop new income streams and make the most of our assets, making us a much more efficient and financially sound council.

## Our Housing Revenue Account income

All of the income for this account comes from rents. In 2017/18 we received £17.8 million in rental income.

## Housing Revenue Account: What we planned to spend and save

Planned to spend	Planned to save	Actually spent	Actually saved
£17.6 million	£142,000	£17.3 million	£520,000

The saved money is set aside in a **loan redemption reserve**, which will be used to repay £13 million worth of loans that are due in March 2022. This reserve now contains £8.4 million – we will add the remaining £4.6 million to it over the next four years.

We spent:  
£2.5 million on building new council homes  
£1.8 million covers decent homes works only  
£6.3million on improving and maintaining our existing council homes  
£90,000 less on council tax for vacant properties because they were empty for less time

# Building confidence in Coalville

## We said we would:

Act on improvement plans for Marlborough Square and Memorial Square, working with partners

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£1.1 million redesign of Marlborough Square is taking shape.

The work is being done with the support of businesses and users of the square, including taxi and bus companies.

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Repairs totalling £116,000 to the Memorial Clock Tower will be completed between June and October 2018, using council funding and money from the Heritage Lottery Fund and the War Memorials Trust.

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Memorial Clock Tower in Coalville

Support businesses and property owners on Hotel Street, High Street, Belvoir Road and Marlborough Square with frontage improvement grants

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£206,787.82

frontage grants awarded to 12 businesses to improve their shop fronts

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£44,722

frontage grant for Bar X - the new Emporium night club bar

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Prioritise key town centre sites for redevelopment to drive prosperity and the regeneration of Coalville

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Twenty-four new council homes will be built on the old police station site on Ashby Road.

We have bought the land and the homes which will be built by Westleigh Developments.

We're also speaking to landowners about potential developments in the town centre, supporting them wherever possible.

Organise events in Coalville and support others to arrange events and activities

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Our events attracted around

**13,650**  
people to Coalville

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Coalville Colour Run

**650**

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Proms in the Park

**1,000**

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Picnic in the Park

**5,000**

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Coalville by the Sea

**1,000**

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Remembrance in Coalville

**3,500**

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Christmas in Coalville

**2,500**



Coalville Colour Run

# Building confidence in Coalville

## We said we would:

Improve Coalville Market to attract new traders and customers

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16

new traders in the past 15 months, taking the total number of stalls to 34

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2,760 weekly visits

to the market in January 2018 (up 14% from the same period in 2017)

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Welcome new investors who want to develop key sites that will make Coalville more attractive to residents, visitors and businesses

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We always welcome investors who are interested in developing key sites in Coalville.

This year we worked with the private sector on the redevelopment of the former bus station site on Ashby Road and the former Grieves factory site on Mantle Lane.

The development of these sites has been slower than expected due to uncertainty in the retail market, but we will continue to push private sector investors to commit to Coalville and do all that we can to ensure these developments go ahead for the benefit of the town.

Make major improvements to Marlborough Flats on Jackson Street

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The nine flats have had a complete refurbishment:

- New windows
- New entrance
- Three flats made bigger
- Repainted
- New external and internal lighting
- New paving

This, together with evicting anti-social tenants, has created much nicer homes for our tenants. We've renamed the flats Jackson Court.

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Build up to 20 new council homes in Coalville

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The first six (of 24) new council homes to be built in three decades were completed in April 2018.

The largest site in Coalville will have 17 new homes where the Greenacres sheltered scheme used to be.

The next homes to be finished will be handed over in July 2018.

We have also bought the former police station site on Ashby Road and have planning permission for 24 new council homes. We're negotiating on another site where we could build an additional 12 homes.



# Value for money

We said we would:

Manage our assets better to increase income

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We have reduced the number of long-term empty council homes from

76 to 44

in a year

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It now takes an average of

30 days

to re-let a council home  
(down from 37 at the start of the year)

This means we have increased  
income by £182,600

Bring more of our housing repairs and maintenance work in-house

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£1 million

worth of additional work was  
completed by our in-house repairs  
team, compared to 2016-17

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The in-house team completed a  
phase of Decent Homes upgrades  
in council homes for the first time

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The majority of work to maintain  
Decent Homes standard in our  
council homes will now be done  
by our in-house team

This means

£19.9 million

of work over the next five years will  
be done in-house

Our repairs team employs local  
people; five are apprentices



Hood Park Leisure Centre in Ashby de la Zouch

### Decide whether to build a new leisure centre or invest in Hermitage Leisure Centre to meet demand

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We have decided to go ahead with plans to build a new £20 million leisure centre in Coalville.

At the time of writing we had shortlisted four external providers to build the new leisure centre and make improvements at Hood Park Leisure Centre in Ashby de la Zouch, taking on the management of both centres.

The process to select the operator who will take on the leisure centres will take around 12 months. We hope to award a contract in January 2019, with the change of management taking place in April 2019.

This decision marks the biggest investment outside of housing that the council has made for many years.

We hope the new leisure centre will open to the public in 2020.

### Dispose of surplus land and buildings that we own to generate income and create opportunities

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We have sold land in Blackfordby, Greenhill and Ibstock

# £227,000

income from these sales will be put back into our housing service

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# 26

new affordable homes for rent will be provided on the three sites

# Homes and communities

## We said we would:

Develop the plans to create the Ashby de la Zouch cultural and leisure quarter

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**£1.1 million**

to extend North Street Car Park will create 52 new car parking spaces and an enhanced public space, which will also be used for events

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**Represent the interests of the district with HS2 and maximise the benefits to the district and our communities**

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Our response to the consultation on the HS2 route stated that, whilst we wouldn't oppose the railway travelling through our district, certain elements of the proposed route were not acceptable.

Our response defended land, businesses, green spaces and historic buildings around Measham, stating that a route to the east of the town would be unacceptable.

We are pleased that this has been taken on board and that the route will now follow the A42 to the west of Measham.

These decisions on the final HS2 route show that our voice has been heard.

Manage the implementation of our Local Plan, including finding new gypsy and traveller sites

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Our Local Plan was adopted in November 2017. This means we have security in how the district will develop in terms of homes, jobs and infrastructure for the next 15 years. It also helps us to protect our environmental and heritage assets.

A decision on how we provide for gypsies and travellers and travelling showpeople has not yet been made.

A recent assessment showed that we need to provide 20 plots for travelling showpeople and six pitches for gypsies and travellers, as well as potentially providing a transit site for people travelling through our district.

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**Do all we can to support infrastructure improvements that will aid growth, including proactive partnership working**

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A £7 million project at junction 22 of the M1 and junction 13 of the A42 is underway to reduce congestion and manage traffic flow.

Significant changes to the A511, A512 and A42 junction 13 at Flagstaff roundabout near Ashby are being made ahead of new housing developments in the area and to support a growing economy.

# Homes and communities

We said we would:

Use planning agreements to acquire new properties from developers to increase the number of council homes

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# 26

new rented homes have been built on three sites through agreements with developers  
(19 more to come in 2018/19)

## Case study

In February 2018 council tenants moved into 21 new homes that were handed over as part of an agreement with house builders.

David Wilson Homes and Bellway provided the council with the homes as part of their developer contributions to affordable housing in the district.

This is a new method of the council providing affordable housing in North West Leicestershire.

This agreement comes as we work to increase our housing numbers to meet demand.

Mary Tatler is one of the new tenants at Clay Court, Measham. "It's a real blessing," she said. "I never thought in my wildest dreams I'd be offered the chance to live in a new build home. I had been without a place to live so to be able to move into this cosy and easy-to-keep home has made me so happy."



New tenants at Clay Court, Measham

# Homes and communities

## We said we would:

Speed up developer contributions so they make a real difference to local communities

More than  
**£3 million**

of Section 106 money has been spent in the district in the last two years

We have developed a comprehensive database of all

**Section 106 agreements,** together with processes for monitoring agreements

Support residents with welfare reform and new fixed-term tenancies

**78**

people were supported by our dedicated Universal Credit officer, who is committed to supporting people through changes to welfare

**24**

Universal Credit applications to Coalville Job Centre in the first 24 hours of going live in the local area



**924 letters**

sent to tenants advising of changes and how to get prepared for Universal Credit

Develop a new community safety strategy for 2017 – 2020

Our new three year plan has three priorities:

- Reduce violent crime
- Tackle anti-social behaviour
- Respond to cybercrime

Give customers 24/7 access to our services online

Our new website, which brings more services online and gives customers the ability to create accounts for all their council transactions, was launched in 2018

Increase how satisfied our housing tenants are with the repairs service



Customer satisfaction is

**97.1%**

(compared to 95.2% in 2016/17)

Complaints reduced from

**155** to **33**

in 2015/16

in 2017/18



New homes launch in Coalville

## Embark on a new build programme for council houses

In May 2017 we started building new council homes for the first time in three decades.

The first 24 homes were completed in April. We are now in negotiations to buy land that will mean we can build up to 12 more new homes in Coalville and we have plans to build 24 council homes on the former police station site in the town.

## Ensure approved planning applications go ahead

# 960

new homes were built in 2017/18  
(compared to 730 in 2016/17)  
against a target of 481

## Support the resettlement of two Syrian refugee families each year

Two new families moved into the district in December, supported by our housing team

## Review our planning enforcement policy to deal with the more serious cases quicker

We have recruited a planning enforcement officer to increase efficiency. Our draft planning enforcement policy aims to:

- Tackle breaches of planning control that have an unacceptable impact on the amenity of the area
- Maintain the integrity of the decision-making process
- Help ensure that public acceptance of the decision-making process is maintained

We hope to adopt the new policy in 2018/19.

# Homes and communities

## We said we would:

Improve how we manage complaints and Freedom of Information (FOI) requests

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**44%**

reduction in stage 1 complaints down to 127 in 2017/18 compared to 227 in 2016/17

**6%**

increase in stage 1 complaints answered on time (within 10 days) compared to 2016/17

We now have dedicated staff who handle FOI requests and complaints, plus Information Champions across the council who make response times quicker and share best practice.

We publish all FOI requests and their answers online at [www.nwleics.gov.uk/foi](http://www.nwleics.gov.uk/foi)

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**Make sure our staff and councillors work in a productive and efficient environment**

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This year we reviewed our office accommodation at the council offices in Coalville.

Investment will be made in the coming year to make the office environment better for visitors, staff and councillors.

Plan for ambitious growth in the district to 2050, harnessing our excellent transport links to drive jobs, housing and infrastructure in the right places (through a Local Plan review)

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We are working with the other Leicestershire authorities to prepare a **Strategic Growth Plan**. This overarching plan will set out the aspirations for growth (housing, economic, infrastructure) in Leicester and Leicestershire until 2050. Our reviewed Local Plan will fit in to this overarching strategic plan.

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**Make sure our staff are customer - focused and are able to react quickly to challenges and opportunities**

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We have created our Customer First programme, which puts customers at the heart of all our work.

We have recruited a Head of Customer Services who is responsible for Customer First.

The programme includes:

- Reviewing our service standards to make sure we're providing the right kind of service for our customers
- Making more services available online so customers can request, pay for and report things quickly and at their convenience
- Investing in our reception area so customers feel welcome and relaxed
- Creating a Citizens' Panel so people who live and work in the district can give us feedback on our work.

# Business and jobs

## We said we would:

Provide advice and support to businesses

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Free advice and support given to

**241**  
businesses

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### Case study

Our Business Focus team managed a request for support from Ibstock Community Enterprise.

During the meeting it became clear that they were concerned about the energy costs of the business.

Our team gave advice about support and potential funding solutions.

Ibstock Community Enterprise were able to successfully apply for more than £3,000 of European grant funding from the Green BELLE (energy efficiency programme).

This money meant the business could install LED lighting and control systems in the centre, which has significantly reduced their energy use and energy bills.

Make sure the Local Plan provides for sufficient new homes, infrastructure and employment land that will sustain economic growth

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We're very proud that the North West Leicestershire Local Plan has been adopted, giving the district a clear idea of how it will develop and grow over the next 15 years.

The plan, which was adopted in November, includes policies on housing, employment, infrastructure and transport. These policies will help to direct homes, roads, jobs and facilities to the right places in the district, whilst protecting green land and heritage assets and enhancing town centres.

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Support businesses affected by HS2 to find new premises in the district

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Ongoing work with

**32 local businesses**

that are impacted by the proposed route of the eastern leg of HS2 connecting Birmingham to Leeds

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Impacted businesses in North West Leicestershire are provided with updates and the latest information from HS2, including details of changes in the proposed route. Where necessary we provide support to find alternative commercial premises.



Vienna Festival Ballet brought Cinderella to the Century Theatre, Coalville

## Encourage visitors to the key town centres

We work hard to put on and support events and activities that draw people into the key town centres. Our own events include Picnic in the Park, Christmas in Coalville, Coalville by the Sea, Coalville Colour Run and the 'Coalville Writes' literature festival, which was new in 2018.

**90,000+**

views of our What's On webpage  
[www.nwleics.gov.uk/whatson](http://www.nwleics.gov.uk/whatson)

Posts on our re-launched Facebook page

This is NWLeics were seen  
**579,933 times**  
(September – March)

## Case studies

The 2017 Coalville Colour Run was a huge success, with more than 650 runners taking to the streets in support of Leicestershire charity Living Without Abuse.

The Christmas in Coalville: Best Dressed Window competition drew 640 people to vote online for their favourite shop windows and market stalls.

The Famous Fifty exhibition brought life-size wooden soldiers representing the 50 local volunteers who fought in World War One to Coalville Market. The exhibition, which was organised by the Hero project and involved members of the community from far and wide, is now on tour.

The Vienna Festival Ballet brought Cinderella to the Century Theatre, Coalville, in May 2017 with the help of our £2,000 grant. They returned in March 2018 with Swan Lake, another sell-out show.

# Business and jobs

## We said we would:

Celebrate local business success stories through publicity

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We celebrate successful businesses wherever possible. This year highlights have included:

- Enterprising North West Leicestershire grant recipients Healthy Stuff Online, TruNet UK and FC Cartons have received publicity following their growth this year. All three businesses were assisted with our grant funding
- Marks & Spencer received media coverage following its investment to open the new M&S food store in Ashby in November 2017
- In July 2017 the Business Focus Team and the Chairman of North West Leicestershire District Council, Councillor Virge Richichi, officially opened the new Pets at Home store in Coalville

Drive our town centre business grant programme to create maximum impact for local communities and businesses

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**£76,314**

Enterprising Town Centre grants awarded to

**13**

town centre businesses

(this brought in a further **£349,629** of private sector match funding)

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Five retail workshops gave advice and support to

**48 delegates**

representing

**38**

different businesses

# Business and jobs

We said we would:

Help businesses to find the information they need to grow, relocate or move their business in North West Leicestershire

We supported

# 250

businesses of all sizes (from a start-up ironing service to large developers) and all types (from dog grooming to the East Midlands Airport Academy) with funding, premises and other business advice.

Help local businesses to recruit and develop the skills of local people, including apprenticeships, working with trusted partners

## Two job fairs

# 23

businesses

# 2,500

jobs available

# 106

job seekers supported

### Case study

## Healthy Stuff Online, Castle Donington

Healthy Stuff specialises in manufacturing and distributing juice drinks.

Our Business Focus team has given advice and £6,777 in grant funding to help the company diversify its business operations by introducing a new service to test for food intolerances.

Our £6,777 grant went towards a project of around £20,000.

Since this investment the company has seen rapid growth.

Its turnover has increased from £1 million to £4.5 million and it has plans to increase turnover to £10 million in the next two years.

As part of their grant contract Healthy Stuff Online had to create one full time job. In 12 months they have actually created four new full time jobs and are doubling their office space to accommodate more staff.

The company has increased its global coverage from three to 12 countries.



# Green Footprints

## We said we would:

Review our waste collection service in response to Leicestershire County Council's withdrawal of recycling credit payments from 1 April 2018

We successfully won the bid to process and keep the income from recycling collected at kerbside.

This means we will still be able to bring in over £500,000 by selling this recycling. We can reinvest this in council services. Thank you for recycling.

Give away 15,000+ free trees to residents and communities



We gave away

# 16,175

free trees through our partnership with the National Forest

Support our residents to recycle more

Our customers recycle 46% of their waste, but we want this to increase.

We are currently writing a recycling strategy to encourage people to recycle more.

# 93%

of people are happy with their refuse service

Organise at least four community litter picks

# 20

community litter picks held across the district



# 350

volunteers at litter picking events (thank you!)

# 181

regular volunteer litter pickers

Run the Food Heroes project to generate sustainable food production

Food Heroes brought the community together to learn about growing locally and reducing food waste. The Coalville Community Garden was created and is maintained by Coalville Education Partnership Ltd.

- 1,585 students involved in two school events
- Two growing masterclasses (four more planned)
- 33 young people involved in four or more events
- 17 adults attending the Succulents Masterclass
- Seven students enrolled on the National Citizen Service course
- 125 growing starter packs distributed

Work with developers to make sure the design and layout of new developments is of the highest quality and has no negative impact on the environment

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Our **Good Design** Supplementary Planning Document (SPD) makes sure developments across the district are built to a high standard

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Replace solid fuel heating systems with air source heat pumps in our council homes

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We have started a

**£3.7 million**

project to replace coal and electric heating with renewable heat in

**410 council homes**

by April 2019

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Create a sustainable community litter picking programme on the main routes into Coalville to complement our existing council programme

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Whilst we haven't made as much progress with a litter picking programme as we had hoped, we have organised two annual 'Coalville Spring Clean' events. Coalville businesses, schools and residents are invited to take part in this nationwide event spearheaded by Keep Britain Tidy.

Twenty-two of our volunteers (some of whom are schoolchildren) regularly litter pick at London Road, Ashby Road, Kane Close and the Coalville Adventure Forest Park.



M and S in Ashby

# Useful information

If you would like more information about the End of Year Report or any council service, please use the contact details below:

[www.nwleics.gov.uk](http://www.nwleics.gov.uk)

[customer.services@nwleicestershire.gov.uk](mailto:customer.services@nwleicestershire.gov.uk)

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