

**OUR
BEAUTIFUL
BOROUGH**



OVERVIEW OF CORPORATE BUSINESS PLAN 2021–2024

**A PROSPEROUS
& ATTRACTIVE
BOROUGH
WITH STRONG
COMMUNITIES**



Stafford
BOROUGH COUNCIL

FOREWORD

Over the past three years we have worked with our partners to create a sustainable and vibrant economy. During the past 12 months this has been hugely affected by the Covid-19 pandemic.

Our strong economic base and the ambitious programme of development will help us to recover quicker and stronger than many areas. We will continue to promote a dynamic local economy and enterprise culture and capitalise on opportunities such as HS2 in order to grow our economy and attract further investment.

We want Stafford to be a great place to live and work and we have delivered popular improvements in leisure.

**THIS THREE-YEAR
CORPORATE BUSINESS
PLAN SETS OUT HOW WE
WILL CONTINUE TO DELIVER
AND SUSTAIN ECONOMIC
GROWTH, RESPECT OUR
ENVIRONMENT, SUPPORT
OUR COMMUNITIES AND
ENSURE THAT THE BOROUGH
IS A GREAT PLACE IN WHICH
TO LIVE, WORK AND VISIT.**

VISION 2021-24

OVER THE NEXT THREE YEARS WE WILL FOCUS ON THE FOLLOWING CORPORATE BUSINESS OBJECTIVES:

1. To deliver innovative, sustainable economic and housing growth to provide income and jobs¹.
2. To improve the quality of life of local people by providing a safe, clean, attractive place to live and work and encouraging people to be engaged in developing resilient communities that promote health and wellbeing.
3. To tackle Climate Change by implementing our Climate Change and Green Recovery objectives.
4. To be a well-run, financially sustainable and ambitious organisation, responsive to the needs of our customers and communities and focussed on delivering our objectives.

1. In July 2017, the Secretary of State deposited in Parliament the hybrid Bill for Phase 2a of the HS2 railway. This is another step on the pathway to building a route from the West Midlands to Crewe. We will ensure we get the maximum benefits for our economy that this project will bring. But we will continue to work to mitigate the disruption this will have on our communities while helping to making sure that those most affected will be properly compensated.

The population is currently 135,880 and this figure is expected to increase to approximately 142,900 by 2033.

There are approximately 60,000 households in the borough which are predominantly owner-occupied.

Residents of Stafford Borough generally live longer, with the healthy life expectancy in the district better than the national average for both males (81 years) and females (83 years).

We proactively work with our 'Friends of' groups to maintain our local nature reserves and parks.



BOROUGH PROFILE

Stafford Borough is Staffordshire's largest district, covering an area of approximately 230 square miles and encompasses the towns of Stafford, Stone and Eccleshall as well as many picturesque and vibrant villages.

The Borough is a mainly rural area with a wide range of habitats that include many sites of local, national and some of international importance. In total there are 15 Sites of Special Scientific Interest (SSSIs), two of which are National Nature Reserves.

Stafford Borough is well connected, you can travel to London in 1.20 hours, Birmingham in 30 minutes and Manchester in 55 minutes.

**OVER THE NEXT THREE YEARS
WE WILL**

Assess the economic implications for the Borough of the COVID-19 pandemic and Brexit over the medium and long term

Facilitate the delivery of 500 new homes in the borough per year with 210 being affordable homes

Deliver key projects and support infrastructure proposals that will create cohesive communities, promote economic growth and investment for the Borough

Work in partnership to generate economic and sustainable growth for the long-term prosperity of our residents, visitors and businesses

Develop a new Local Plan that reflects our corporate ambitions for growth, and works in partnership with Parish Councils, other local authorities and key stakeholders

CORPORATE BUSINESS OBJECTIVE ONE

TO DELIVER SUSTAINABLE ECONOMIC AND HOUSING GROWTH TO PROVIDE INCOME AND JOBS.

Over the past three years the council has achieved a considerable amount in terms of economic and housing growth.

We have continued to deliver housing growth consistently above target for the past four years and cumulatively exceeded our affordable housing target.

Four strategic development locations within the adopted Plan for Stafford Borough are now either built and occupied or under construction.

**OVER THE NEXT THREE YEARS
WE WILL**

Work with our communities to continually assess the impact of Covid-19

Keep the streets and parks clean and attractive for everyone to enjoy

Support and promote community health and wellbeing to all our residents, businesses, staff and members

Work with our partners to ensure the Borough is a safe place to be at all times

Work towards everyone having access to safe and suitable accommodation

CORPORATE BUSINESS OBJECTIVE TWO

TO IMPROVE THE QUALITY OF LIFE OF LOCAL PEOPLE BY PROVIDING A SAFE, CLEAN, ATTRACTIVE PLACE TO LIVE AND WORK AND ENCOURAGING PEOPLE TO BE ENGAGED IN DEVELOPING STRONG COMMUNITIES THAT PROMOTE HEALTH AND WELLBEING.

Over the next three years we want to build on this good work and support people to facilitate access to decent homes across a range of tenures which are suitable and affordable for every household's individual circumstances.

Overall crime rates of recorded crime and anti-social behaviour are below the regional and national averages.

**OVER THE NEXT THREE YEARS
WE WILL**

Reduce emissions from our own activities

Work in partnership with Government, Elected Bodies, Elected Members, Public and Voluntary Sector Partners, Residents and Businesses across the Borough to take action that contributes to carbon neutrality and sustainable development within communities across the natural environment

Mitigate and adapt to Climate Change

Implement our green recovery objectives

CORPORATE BUSINESS OBJECTIVE THREE

**TO TACKLE CLIMATE CHANGE BY
IMPLEMENTING OUR CLIMATE CHANGE AND
GREEN RECOVERY OBJECTIVES.**

We have a leadership role in achieving a sustainable climate, but we recognise that we cannot achieve this on our own.

The council has been at the forefront of implementing a number of initiatives that support this agenda.

We will focus on economic growth through green jobs and support cohesive communities that promote vibrancy, protect the environment, encourage healthy living and support community engagement.

**OVER THE NEXT THREE YEARS
WE WILL**

Use our resources in the most effective, efficient way by focusing on financial recovery and sustainability

Continue to work towards organisational and transformational recovery and reform

CORPORATE BUSINESS OBJECTIVE FOUR

TO BE A WELL-RUN, FINANCIALLY SUSTAINABLE AND AMBITIOUS ORGANISATION, RESPONSIVE TO THE NEEDS OF OUR CUSTOMERS AND COMMUNITIES AND FOCUSED ON DELIVERING OUR OBJECTIVES.

The Council approved its medium-term financial plan in 2021 which considered arrangements for organisational and financial recovery and reform.

The budget plan for the next three years focusses upon delivering the four main business objectives: Economic Growth, Community Wellbeing, Climate Change and Financial Resilience and Sustainability.



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If you need this information in large print,
Braille, other language or in audio format
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READ THE FULL CORPORATE BUSINESS PLAN HERE:
<https://www.staffordbc.gov.uk/relocate-your-business>