



Northampton Borough Council

Corporate Plan 2018 - 2020

Ambitious | Prosperous | Proud

Ambitious
Prosperous
Proud

For more information about the Council:

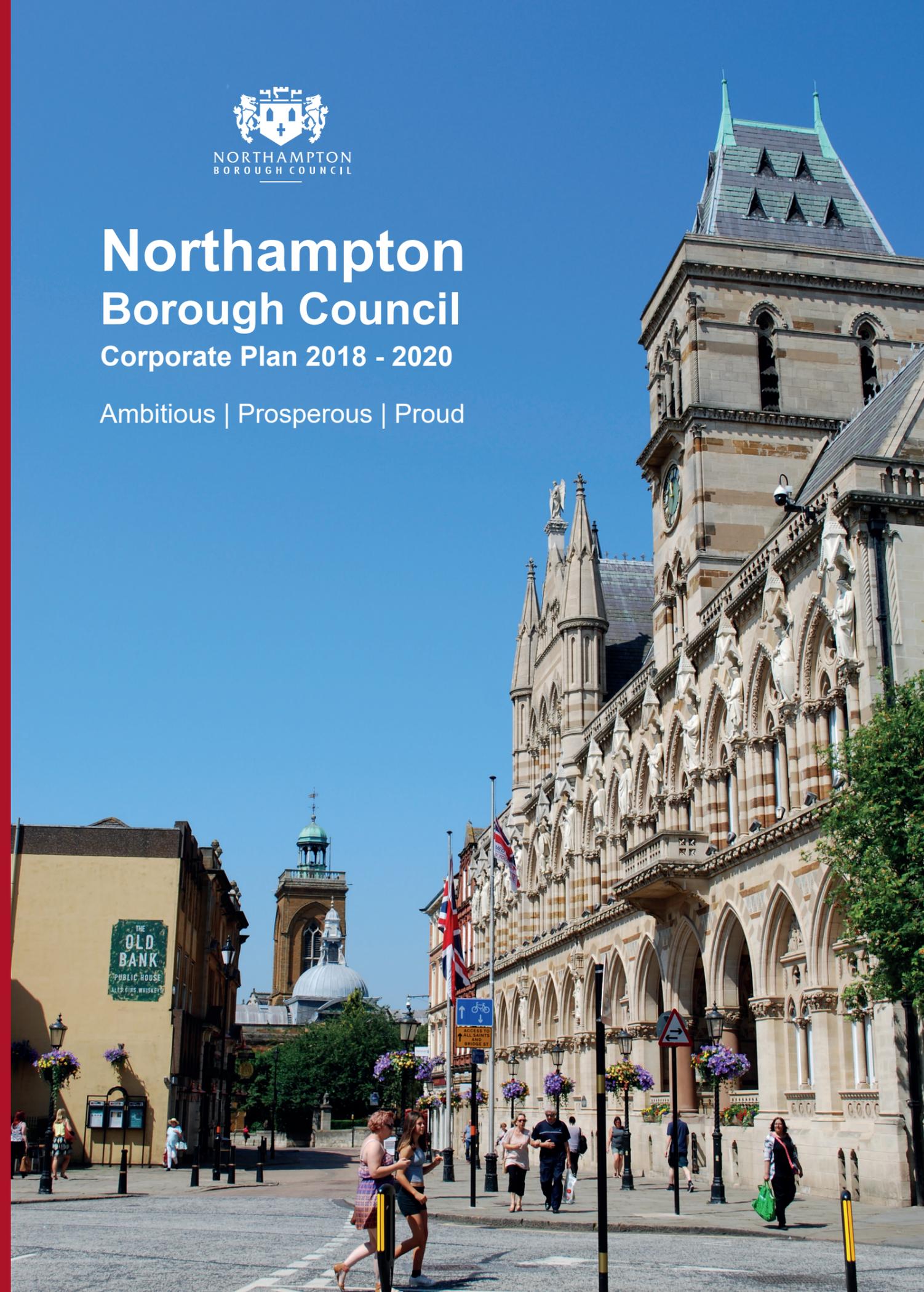
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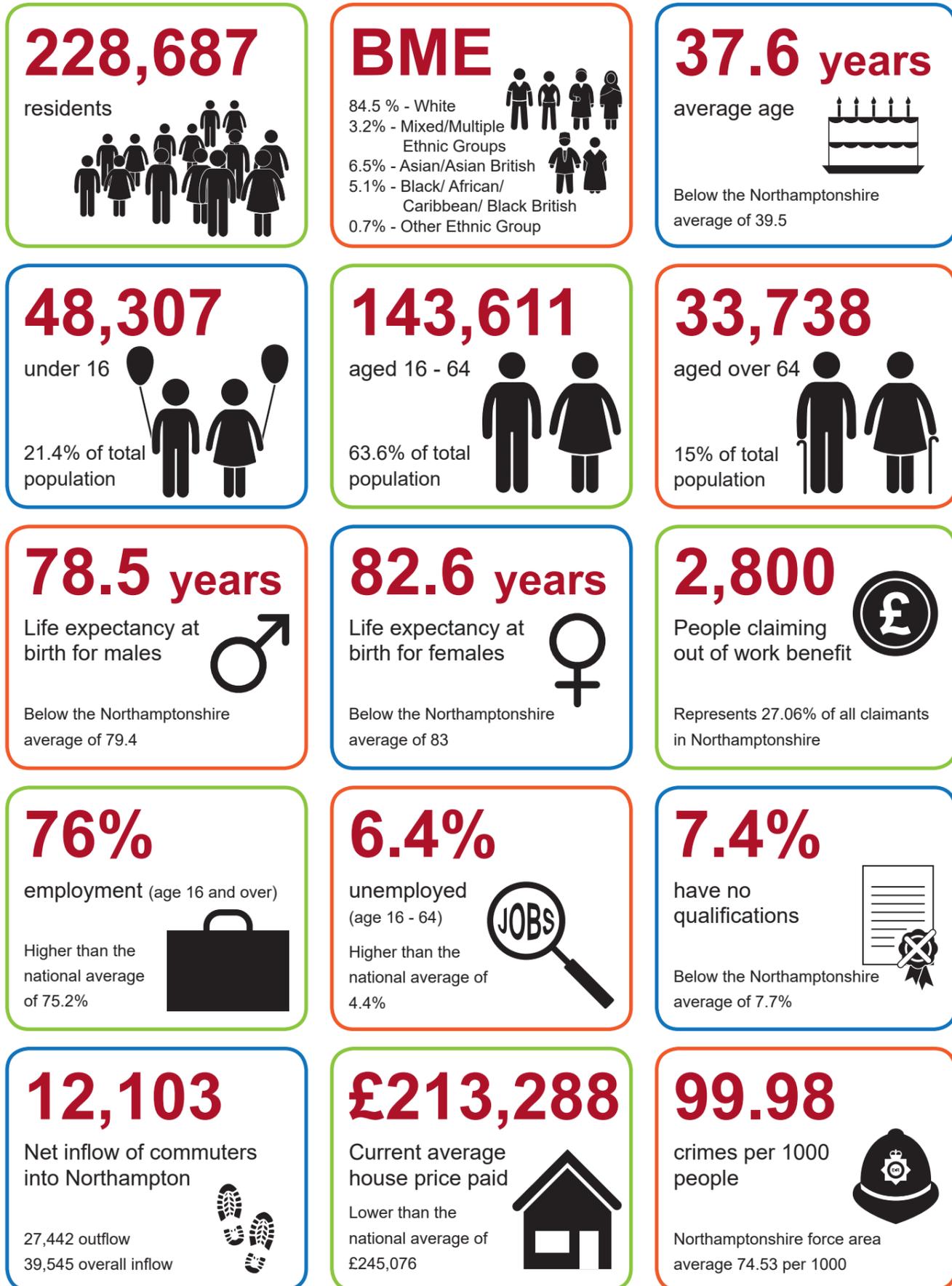
Northampton Borough Council
Guildhall, St. Giles Square,
Northampton, NN1 1DE



**NORTHAMPTON
BOROUGH COUNCIL**



Northampton demographics



As Leader of Northampton Borough Council, and a life-long Northamptonian, I'm passionate about the town and the services that we provide. At the heart of this new Corporate Plan is our vision: **Northampton – Ambitious, Prosperous and Proud.**

Northamptonshire is going through unprecedented change as we move towards the new West Northamptonshire unitary authority which will likely come into being in April 2020, however there is still much to do as a Borough Council, hence this refreshed and refocused Corporate Plan.

You will see within it that we are very clear on our strategic priorities focusing on a stronger economy with some ambitious plans including the Town Centre Strategy and Masterplan and developing an £80m plus growth deal for the wider West Northants area. As a town with a population larger than many cities across the country, we are incredibly ambitious and want to do a number of things to further drive the economy.

We want the town to be prosperous and to encourage both individuals and communities to grow and succeed. Creating resilient communities and enabling and supporting people to help themselves is a key priority where we will build on the excellent work already done.

We also recognise that we have a role to play with our own services, and must be proud of what we deliver as a workforce and administration in contributing to the quality of life for people living in the borough.

We are in exciting times at the moment - the recent £350m investment in to the new Waterside Campus for the University of Northampton demonstrates both the ambition and prosperity of the town from our partners, and we want to ensure Northampton remains a great place to live, work, study in and visit. We share that excitement and are pleased with our work to further develop the cultural offer with our own investment into a new museum which will open in early 2020. We also know we have to support the rapidly expanding population growth in the town and so want to accelerate housing delivery through the council's newly established development company, working in collaboration with Northampton Partnership Homes.

I am proud to say that this Council is not slowing down because of local government reorganisation, in fact we see this as a sprint, and I, on behalf of the whole council, feel passionate about the work that still needs to be done to further cement the importance of Northampton to the county, the region and the country as a whole.

Northampton - ambitious, prosperous and proud.

Councillor Jonathan Nunn
Leader of the Council

Vision, Mission and Values

Our Corporate Plan sets out what we will focus on in the next two years in order to get the best for the people of Northampton Borough within the resources available. We want to deliver economic growth, improve the quality of life and provide services that consistently meet the expectations of our residents. This is set against a backdrop of our mission, vision and values.

Our vision is: Northampton - Ambitious, Prosperous, Proud

Ambitious: We have strong ambitions for Northampton's economy, with a focus on the town centre and the Enterprise Zone.

Prosperous: We want to encourage strong community bonds and ensure that everyone has the opportunity to achieve their ambitions.

Proud: We and a great many residents are extremely proud of our town and we want to help provide even more reasons for those feelings of belonging and ownership.

Our mission will enable us to deliver our strategic priorities

We will:

- Work with customers, communities and partners
- Be enterprising and innovative
- Deliver a great Northampton to live, work, study, invest in and visit



Our values

Our values describe the type of organisation we want to be and the principles that will guide us in achieving our vision and priorities. They set out the way we will work and interact with our customers, members and each other.

Our values are:

Leadership: Creating and communicating a shared vision and influencing others through information and knowledge to realise the vision

Integrity: Honesty with strong moral principles

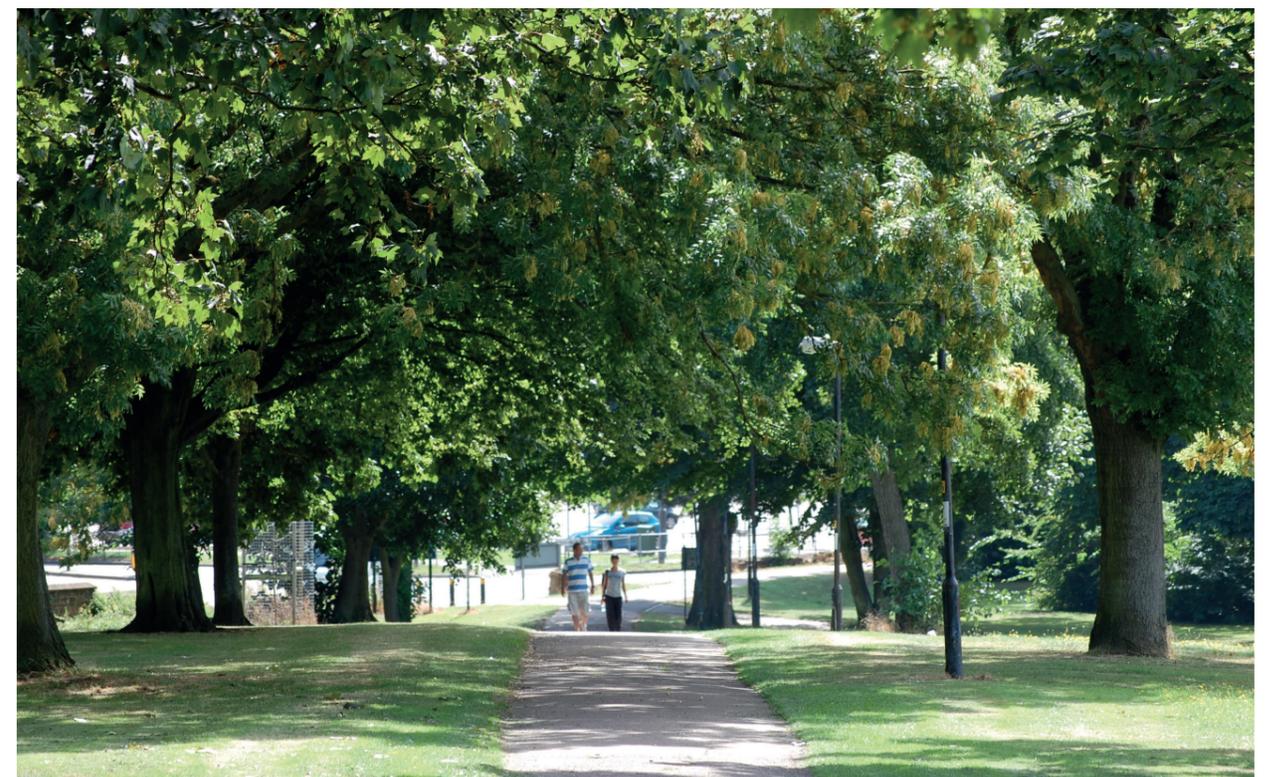
Responsibility: Being dependable and delivering promises

Service Excellence: Understanding what our customers want and in order to deliver above and beyond their expectations

Challenge: Facing things that are difficult to do and using effort and commitment to succeed

What We Deliver

- Household recycling and waste collection
- Housing
- Licensing
- Environmental health
- Benefits
- Local planning and building regulations
- Community safety
- Parks and open spaces
- Council tax collection
- Public car parks
- Supporting economic growth
- Regeneration projects



Strategic Priorities

Our three strategic priorities set out the primary things we intend to focus on. They are not exhaustive, but will inform our decision-making, particularly around budgets. In brief, we aim to deliver the following. You can find more detail about how in the following sections.

A Stronger Economy

- Have a Local Plan that helps Northampton grow and prosper
- Establish a comprehensive Economic Growth Strategy
- Develop a Growth Deal for Northampton
- Deliver projects to enable Northampton to prosper
- Deliver the Town Centre Strategy
- Make the town a destination of choice for all
- Increase visitor numbers
- Extend visitor offer
- Promote the Business Incentive Scheme
- Develop the Cultural Quarter
- Protect, enhance and promote our heritage
- Improve recycling rates and reduce the amount of waste going to landfill



Resilient Communities

- Work with partners to reduce violent crime, anti-social behaviour and hate crime
- Promote and support the Neighbourhood Plan model
- Build stronger and more resilient communities
- Empower communities to develop their areas
- Support vulnerable people to achieve their full potential
- Carry out the Housing Delivery Plan
- Raise standards in private sector housing
- Tackle, prevent and reduce homelessness

Exceptional Services to be Proud of

- Provide the best quality decision-making process
- Have services that relevant industries consider high-quality
- Provide value for money services
- Make the best use of our assets
- Work with neighbouring councils to shape new local government arrangements
- Provide high-quality digital services which customers choose to use
- Provide a range of communication channels meeting customer need
- Work with partners to provide joined-up services

A Stronger Economy

A stronger economy can mean a great many things, from encouraging inward investment to ensuring our town centre remains prosperous. The key purpose is to ensure the best quality of life and provision of opportunities for residents.



A clean, green and tidy town

- Maintain and increase the number of parks with Green Flag accreditation
- Support planning guidance which highlights air quality at the design stage
- Continue Britain in Bloom participation
- To progress the installation of electric vehicle charging facilities
- Work with partners to ensure strategies support improved air quality
- Work with public transport and freight operators to reduce vehicle emissions
- Promote awareness of the impact of vehicle emissions on health



Creating a thriving, vibrant town

- Support a range of events and activities throughout the year to celebrate our town and its heritage
- Develop and run a sustainable and resilient museum service
- Modernise the Market, making it fit for purpose and sustainable
- Secure quality development which makes a positive contribution to local character and distinctiveness
- Maintain the Park Mark Safer Parking Scheme award
- Support the wider social, cultural, economic and environmental benefits that the town's heritage can bring
- Maintain the Purple Flag accreditation



Shaping place and driving growth

- Develop, adopt and deliver the Local Plan
- Consult with stakeholders to develop an Economic Growth Strategy
- Secure additional investment to enable project delivery
- Secure planning freedoms that allow delivery whilst protecting decisions on sustainable development
- Develop a Town Centre Strategy in partnership with key stakeholders

100%

of all subject access requests were responded to within 40 working days



14 car parks

have the Park Mark accreditation



15,819,292

Town Centre footfall



Purple Flag

awarded for providing safe nightlife



100%

of all 'major', 'minor' and 'other' applications received in 2017/18 were determined within the specified period against a target of 85%.



24 businesses

financially supported through the Business Incentive Scheme

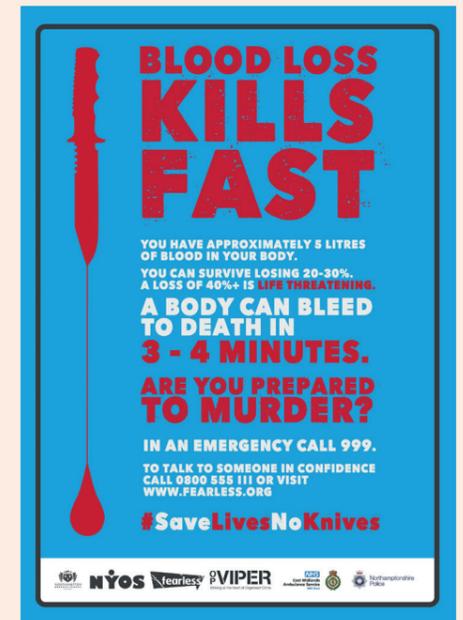
96 | **£908k**

new jobs created | private sector investment in Northampton



Resilient Communities

We want communities across Northampton to feel supported in achieving their aspirations. This means ensuring that everyone feels they have a stake in their neighbour-hoods and mechanisms are in place to guarantee inclusion. We will also place an emphasis on supporting the most vulnerable in our societies who might not have the means to help themselves.



Keeping the town and people safe

- Using CCTV for crime prevention
- Adopt a case management approach to tackle offenders and support victims of cuckooing
- Work with partners to identify the most vulnerable victims and ensure their properties receive increased security
- Develop a taxi-marshalling scheme
- Establish a safer routes home initiative
- Continue to promote the 'Night's Out Northampton' Campaign
- Work with the University of Northampton to deliver community safety messages to students
- Working effectively to uphold licencing objectives
- Utilise the tools and powers of the anti-social behaviour legislation to tackle noise nuisance and anti-social behaviour
- Work with partners to tackle serious organised crime, focusing on initiatives to reduce youth violence, gangs and knife crime

OUT TONIGHT?

do it right!

THESE ARE THE GUYS

The guys always plan how they are getting home before they head out

BE LIKE THE GUYS

#doitright



Empowering local people

- Work with partners to deliver weeks of action focused on neighbourhood priorities
- Use community networks to highlight issues and bring neighbourhoods together to deal with them
- Promote key community safety messages
- Utilise community payback, community volunteers and voluntary organisations to address environmental issues
- Use community events to celebrate the diversity of the town
- We will deliver community safety messages to our primary schools, covering all of our Year 5 and 6 students
- Making quality information readily available to enable informed decisions to be made



More homes, better homes

- Develop the Housing Delivery Plan
- Engage with house builders and development agencies to accelerate housing delivery
- Set up and support Community Benefit Society to deliver affordable rented housing
- Support Northampton Partnership Homes to build new affordable housing beyond use of the Housing Revenue Account
- Continue to provide a fair process for residents to access affordable social housing
- Ensure housing developers deliver appropriate amounts of affordable properties
- Deliver a comprehensive affordable housing programme in collaboration with partners
- Make effective use of enforcement powers to ensure good standards in the private rental sector
- Actively promote good practice and landlord accreditation
- Review and reduce homelessness through early intervention as part of a five-year strategy
- Continue to implement our multi-agency 'Together we change lives' strategy
- Move the Nightshelter to somewhere permanent that can accept men and women
- Reduce the overall cost of temporary accommodation
- Build a portfolio of at least 100 properties that are available for private sector leasing
- Investigate potential benefits of increasing council stock of lower-cost temporary accommodation
- Increase the number of council homes that are used as temporary accommodation

Green Flag

awarded to
Abington Park and
Delapré Abbey



94.4% of food
businesses

have a food hygiene rating
of 3 or more stars



405 HMOs

with a mandatory
licence



242 nightshelter guests
have stayed since
opening

- 157 guests have moved successfully into settled accommodation
- 110 volunteers have worked shifts
- Average length of stay: 25 nights
- Average guest age: 38

512 HMOs

with an additional
licence



45 councillors

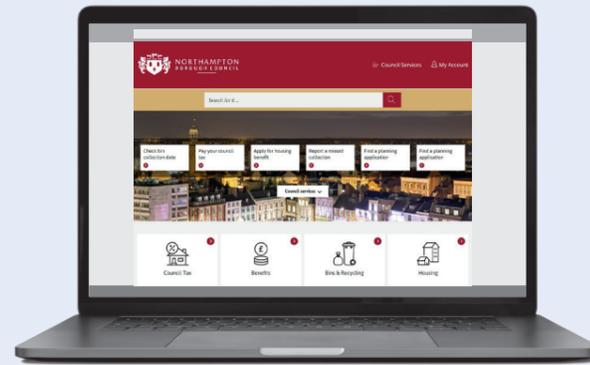


Exceptional Services to be Proud of

We are determined to provide services the residents of Northampton can be proud of. Not only is it our aim to guarantee the services we provide directly are the best they can be, we are also committed to working with partners to ensure a seamless experience.

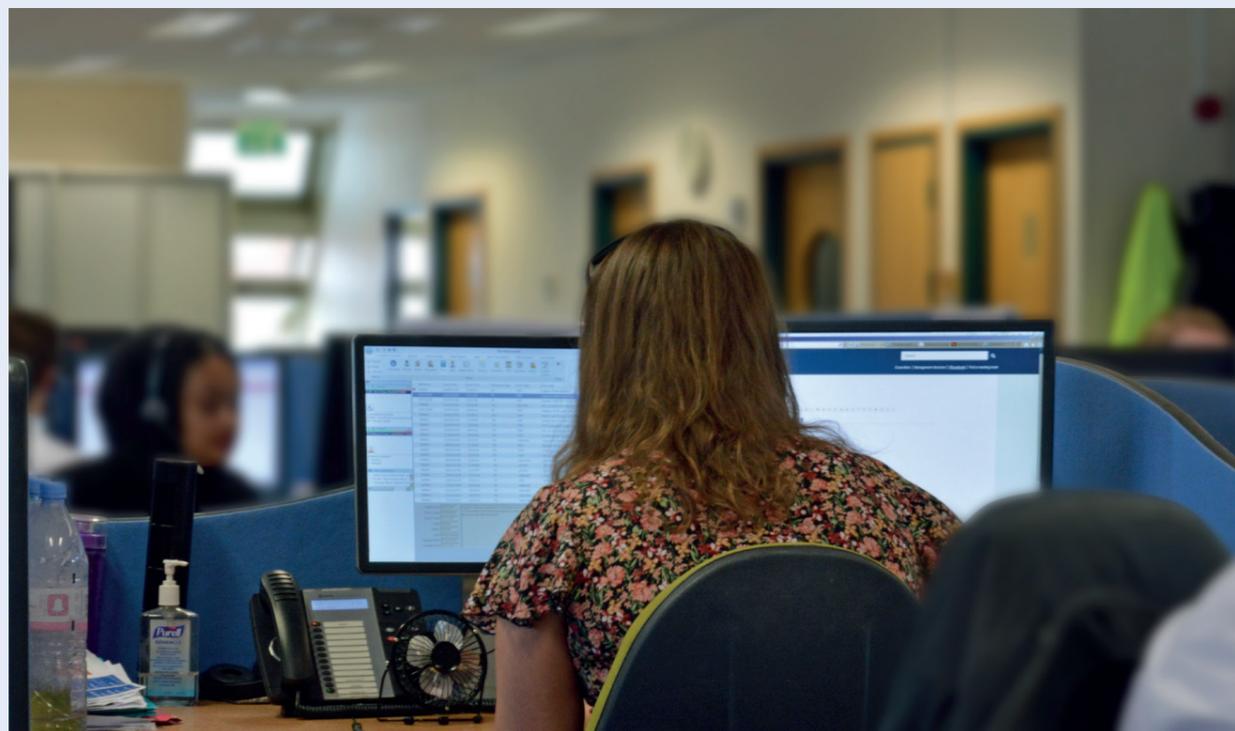
Spending your money wisely

- Develop a people/workforce strategy and implement the NBC people plan
- Develop and deliver an employee engagement plan
- Develop the corporate asset strategy.
- Establish a unitary project team
- Support directorate work streams to move to a unitary council



Putting the customer first

- Provide a resolution at the first point of contact
- Respond to customer needs and legislative changes
- Work collaboratively with partners to provide a holistic service offer
- Deliver simpler, clearer, faster services designed around the customer need
- Provide intuitive user navigation on the council's website
- Manage the transfer from analogue phone lines to digital phone lines for our call care customers



Improving our governance

- Doing the right things, in the right way for the people of Northampton in an open, honest and accountable manner
- Measure improvement in our governance arrangements against our programme of works
- Ensure compliance with legislation, regulations and best practice to attain accreditation in delivering good governance



£27.79m

General Fund Budget 2018/19



99.12%

of invoices were paid within 30 days



£158 million

private sector investment secured in the Northampton Waterside Enterprise Zone in 2017/18



Customer Excellence

maintained our accreditation



99.95%

of fly tipping incidents were removed within 2 days of notification



94.88%

of customers satisfied with overall service provided by Customer Services