



South  
Derbyshire  
District Council



# Corporate Plan 2016 – 2021

South Derbyshire Changing for the better

# Introduction

From Leader Cllr Hilary Coyle  
& Chief Executive Frank McArdle

The Corporate Plan sets out the way in which South Derbyshire District Council intends to develop and further improve its services between 2016 and 2021.

Working in conjunction with other Council plans and policies, and those of our partners, it plays an important role in ensuring that our strategic objectives are achieved for the people of South Derbyshire.

The Corporate Plan does not cover everything that the Council does, but it focuses on the issues that are most important to our residents, on national priorities set by Government and on the opportunities and challenges resulting from the changing social, economic and environmental aspects of the District.

The plan forms an important part of our planning and leads our performance management. As well as enabling effective monitoring, it links the strategic priorities and objectives of the Council directly to the activities of each service area.

The associated action plan includes measures for continually improving overall performance, the services we offer and the ways in which we deliver them. It will also help us to identify and then take any remedial actions needed to ensure we meet our targets.

We have grouped the work the Corporate Plan covers beneath three key headings; People, Place and Progress.



Cllr Hilary Coyle  
Leader

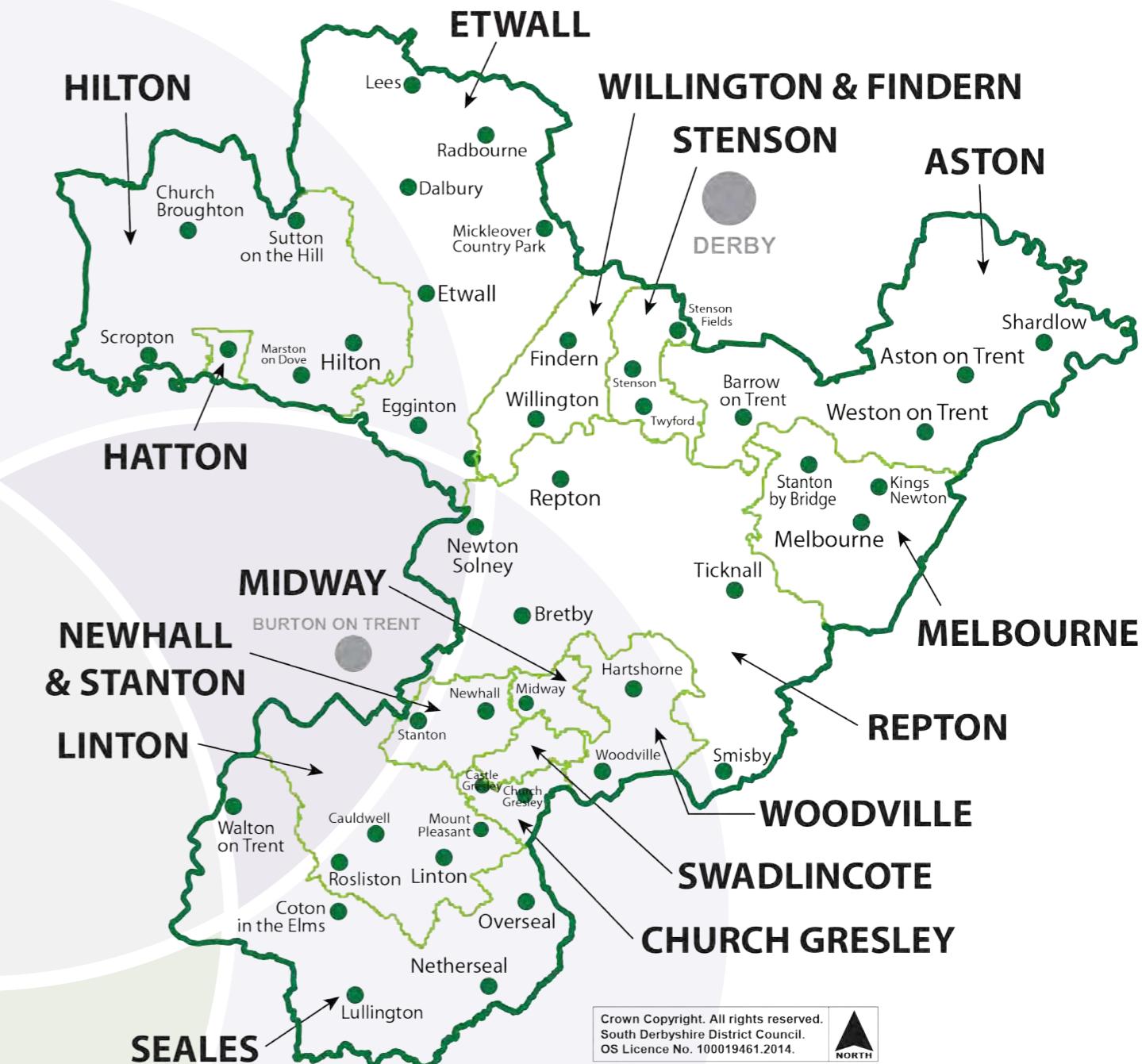


Frank McArdle  
Chief Executive



# South Derbyshire today

The facts and figures



South Derbyshire remains one of the fastest-growing Districts in the country, the population having increased by 15% since 2001.

It is a District which covers an area of approximately 340 sq km and, according to the Office for National Statistics, more than 98,000 people now call it home. Despite strong population growth, the District remains largely rural, with many of the large-scale housing developments, including some with permission granted but not yet built, situated on the fringes of the city of Derby and the Swadlincote urban core.

# Evidence base

## Key plans and projections

We have researched and written an evidence base for South Derbyshire. This brings together information about the area, its economy and residents. It makes reference to policies and plans that have already and/or will in the future impact on the District.

Some key facts from it that could impact on our work in the future include:

### Population growth

- By 2028, the population is expected to stand at 111,900, a growth of almost 15,000 people or 15.3% from the 97,075 figure of 2013.
- The largest population increases are expected to be among people over 75, where by 2031 there will be a 96% (4,489) increase.

### Housing

- House prices are unaffordable to some residents – the average price in 2015 was five times the average income.
- The predicted population increases among older people and younger people means there will be demand for particular types of properties.

### The economy

- South Derbyshire boasts 3,500 business enterprises, up from 3,100 in 2013, resulting in record numbers of people in work.
- Of the 3,500 businesses, 83% are micro (0 - 9 employees); 13% small (10 - 49); 3% medium (50 - 249); 1% large (250+).

### The environment

- Derbyshire and Derby City's revised Joint Municipal Waste Management Strategy has set a recycling and composting target of 55% by 2020.
- The Council and partner sites achieved certification to the ISO 14001:2015 standard for environmental management, making us one of the first organisations internationally to do so.

### Health

Public Health England's Health Profile 2015 for South Derbyshire shows the three indicators in which the District scores worst are:

- GCSEs achieved (5 x A\* - C passes including English and maths)
- Smoking in pregnancy
- Excess weight in adults

### Community safety

- In the year ending June 2015, the crime rate in South Derbyshire was lower than the average crime rate across similar areas.
- New tools and powers are available to tackle crime and disorder under the Anti-social Behaviour, Crime and Policing Act 2014.

### Demand for digital

- As of January 2016, Digital Analytics Platform (DAP) findings discovered that 37% of people surveyed said they were more than happy to use the Internet to access services.
- More than 31,000 web sessions are currently taking place each month. This has increased by 35% since August 2010.



## Our vision and values

### The drivers behind our plan

'Making South Derbyshire a better place to live, work and visit'

This vision is supported by the Corporate Plan and the work areas identified within it.

### Values

Our values provide a framework for the way we want to work as a Council, helping us to deliver our vision and achieve our key objectives.

### Throughout our work, we will:

- Put our residents first
- Set clear targets
- Act decisively
- Lead for success
- Actively listen and resolve problems
- Develop our staff
- Be driven by economy, effectiveness and efficiency.



# People, Place, Progress

Research, consultation and workshops took place to ensure this Corporate Plan reflects the needs of the District and its residents.

It soon became clear that the things important to the District and its success are its People, the Places and Progress, most particularly with economic development.

Underpinning every one of our activities are Outcomes including customer service, financial efficiency and environmental responsibility. These are included in the Corporate Plan to demonstrate their importance and to enable measures to be set against them.

In many cases, the activities listed beneath each of the headings could easily sit beneath another, underlining the fact that viewing individual services in isolation will fail to deliver the high quality and integrated approach the District needs to succeed. Many services and activities contribute to more than one key aim.

Behind all of our work is a drive to improve performance continually.



**South  
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## Outcomes

### Work that underpins all of our activities

For all of our work and services to be delivered there are a number of key elements that have to be in place and operating efficiently and effectively.

We will embed a process of continual improvement throughout our workforce and operations to ensure that we deliver high quality services at reasonable cost. Our Medium Term Financial Plan will be monitored and revised to ensure we maintain stability and sustainability. Throughout all we do, we will be environmentally responsible and actively encourage corporate social responsibility.

#### Our key aims beneath this are:

- Maintain financial health
- Achieve proper Corporate Governance
- Maintain customer focus
- Minimise business risks and realise the benefits of technological opportunities
- Promote and enable active democracy
- Enhance environmental standards
- Maintain a skilled workforce
- Promote inclusion



## People

### Keeping residents happy, healthy and safe

The residents of South Derbyshire enjoy a good quality of life with low unemployment and low crime levels. They have a wealth of natural and built facilities on their doorstep.

We will work to help ensure there are equal opportunities throughout the District for residents to be best prepared for the jobs available and to take part in a range of activities. As well as helping to keep crime at a low level, we will help ensure that people of all backgrounds are protected and supported.

#### Our key aims beneath this are:

- Enable people to live independently
- Developing the workforce of South Derbyshire to support growth in relation to aspirations, employability, skills and travel to work
- Protect and help support the most vulnerable, including those affected by financial challenges
- Use existing tools and powers to take appropriate crime enforcement action
- Increase levels of participation in sport, health, environmental and physical activities
- Reduce the amount of waste sent to landfill





## Place

### Creating vibrant communities to meet residents' needs

South Derbyshire is one of the fastest growing areas of the country. With its central location in the UK it is a great place to live, work and visit.

Through continual improvement of services including planning, housing, environmental services and leisure and cultural facilities we will deliver connected communities and ensure South Derbyshire continues to prosper.

#### Our key aims beneath this are:

- Facilitate and deliver a range of integrated and sustainable housing and community infrastructure
- Enhance understanding of the planning process
- Help maintain low crime and anti-social behaviour levels in the District
- Connect with our communities, helping them feel safe and secure
- Support provision of cultural facilities and activities throughout the District
- Deliver services that keep the District clean and healthy



## Progress

### Encouraging inward investment and tourism opportunities

To further build on our significant achievements we will continue to help grow and diversify our strong economy to show that South Derbyshire is well and truly open for business. This includes harnessing the potential of The National Forest.

We will maximise opportunities for the future by encouraging the formation of new enterprises as well as the continued growth of existing businesses, visitor spend and inward investment (the injection of money from an external source into the District).

#### Our key aims beneath this are:

- Work to attract further inward investment
- Unlock development potential and ensure the continuing growth of vibrant town centres
- Work to maximise the employment, training and leisure uses of The National Forest by residents and increase the visitor spend by tourists
- Help to influence and develop the infrastructure for economic growth
- Provide support to businesses and the not for profit sector and promote innovation and access to finance, including in rural areas





# The way forward

An action plan which details how we will work to deliver against the key aims in this document has been created and can be found on our website at [www.south-derbys.gov.uk](http://www.south-derbys.gov.uk)

This action plan includes measures for continually improving overall performance, the services we offer and the ways in which we deliver them. It will also help us to identify and then take any remedial actions needed to ensure we meet our targets.

Progress on the action plan will be reported back to our Committees.

The Corporate Plan will be refreshed on an annual basis.



## Obtaining alternative versions of this document

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, Braille or audio format upon request.

**Phone: 01283 595795 email:[customer.services@south-derbys.gov.uk](mailto:customer.services@south-derbys.gov.uk)**

Jeśli chcieliby Państwo otrzymać ten dokument w innym języku lub potrzebują Państwo usług tłumacza, prosimy o kontakt. Informacje te są również dostępne na życzenie w wydaniu dużym drukiem, w alfabetie braila lub w wersji audio.

如果你需要这份文件的中文翻译，或者需要传译员的帮助，请联系我们。这些数据也备有大字体印本、盲人点字和录音带，欢迎索取。

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यदि आपको ये दस्तावेज किसी दूसरी भाषा में चाहिये, या किसी दुभाषिये की सेवाओं की जरूरत है तो हमें सम्पर्क करने की कृपया करें। ये जानकारी माँग करने पर बड़े अक्षरों, ब्रेल या आडिओ के रूप में भी उपलब्ध करवाई जा सकती है।

ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਦਸਤਾਵੇਜ਼ ਕਿਸੇ ਦੂਸਰੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਕਿਸੇ ਦੁਭਾਸ਼ੀਏ ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਦੀ ਕ੍ਰਿਪਟ ਕਰੋ ਜੀਂ ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕਰਨ ਤੇ ਵੱਡੇ ਅੱਖਰਾਂ, ਬ੍ਰੇਅਲ ਜਾਂ ਆਡਿਓ ਦੇ ਰੂਪ ਵਿਚ ਵੀ ਉਪਲੱਬਧ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।

اگر آپ یہاں کیوں نہ کسی اور زبان میں چاہتے ہوں؛ یا آگر آپ کو کسی ترجمان کی خدمات درکار ہوں تو براہ کرم ہم سے رابطہ کریں۔ درخواست کرنے پر یہ معلومات بڑے پخت، بریل یا آڈیوفارمیٹ میں بھی دستیاب ہیں۔