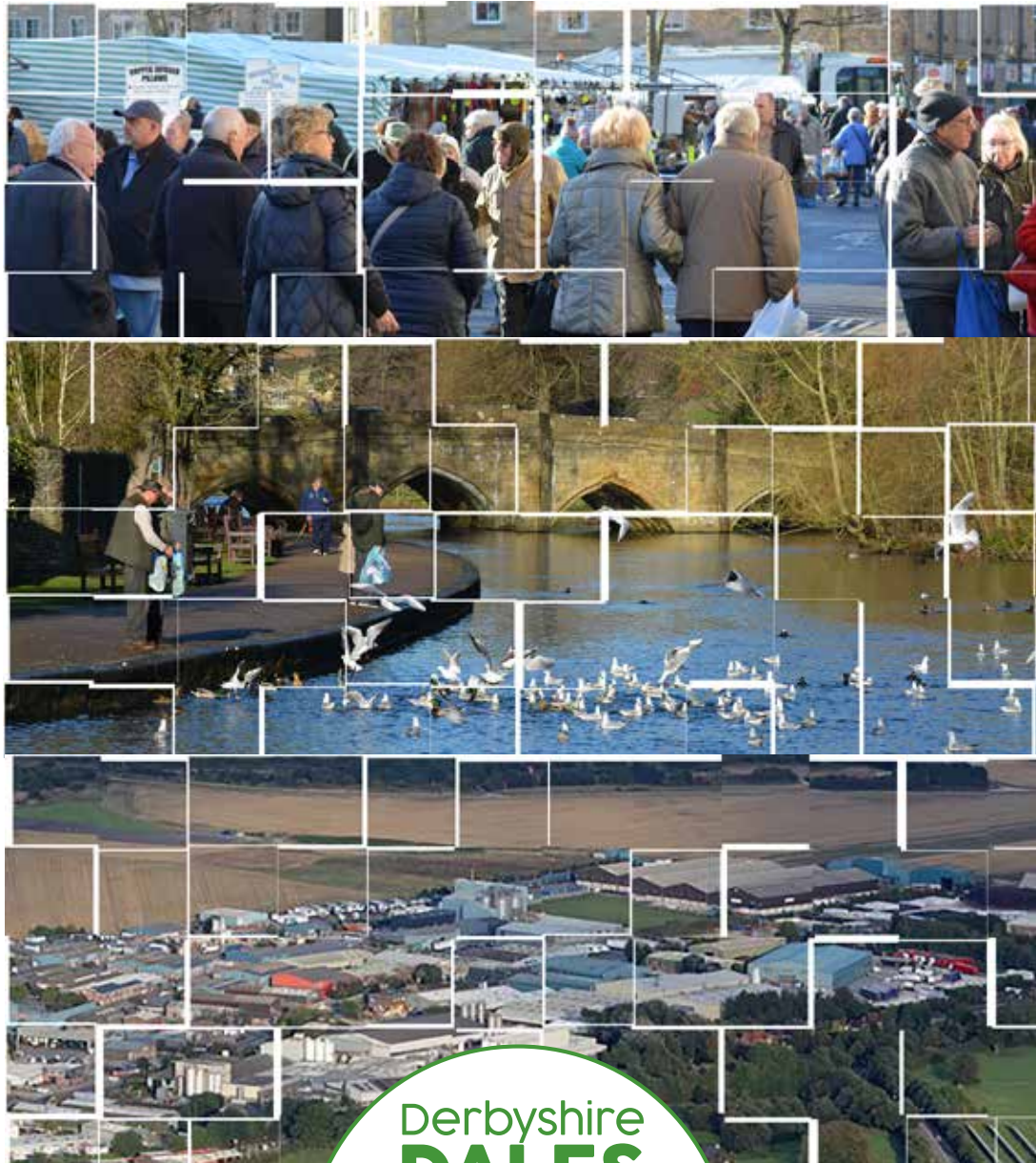


People. Place. Prosperity.



CORPORATE PLAN

2020~24

Welcome

Councillor Garry Purdy

Leader, Derbyshire Dales District Council



A Corporate Plan is every local authority's "bible" - a document that clearly sets out our aspirations to the year 2024 for the benefit of councillors, officers, residents, businesses and stakeholders here in the Derbyshire Dales.

You will note that this new Corporate Plan has three distinct headlines: **People, Place and Prosperity.**

'People' are of course at the heart of everything we do and we are pledging to work harder than ever to make the way local people access our services faster, easier, smarter and safer. Plus, every year we are pledging to listen to what local residents have to say through a customer satisfaction survey that gives you the opportunity to have your say on everything we do.



I announced on my election as Leader of this Council in May 2019 that top of my list of priorities had to be Climate Change and it is absolutely right that we act on this vitally important issue. Indeed the actions we intend to take after declaring a Climate Emergency are centre stage in the Corporate Plan's 'Place' list of targets.

I am also determined that we address the fact that the Derbyshire Dales, as wonderful an area as it is, has one of the lowest wage economies in the country yet some of the highest priced properties. There's a real dichotomy here, which is why in the 'Prosperity' section you will see an ambition to build new Council homes - going back to the future - and continuing to build social rented homes in partnership with Housing Associations. I believe that so-called "affordable" homes need to be truly affordable.

At the same time we want to create better opportunities for larger businesses to come into the Derbyshire Dales. This is an area where we are already taking positive steps with the further development of Ashbourne Airfield (pictured, left). Already our foremost employment site, phase one of the new development will bring a terrific jobs and housing boost to the Dales.

And we have a priority to review our Clean and Green service. Despite the fact that the Derbyshire Dales is one of the cleanest and greenest districts in England, I know there are a few litter hotspots and I am determined to tackle these. I want everyone to know that the District Council maintains excellent parks and gardens, so we will apply for one or two more Green Flag awards where and when we can.

We are of course constrained in our ambitions by the budget, but I am confident that we can work together as a Council to provide a high quality customer experience, keeping this beautiful district clean, green and safe, while supporting better homes and jobs for you.

What is the Corporate Plan?

Our Corporate Plan sets out the vision, aims and improvement priorities of the District Council.

It is the key strategy from which the District Council's Budget and Performance Plan, and every District Council strategy, plan and policy cascades.

The targets set for 2020-24 are our top tasks for that period and main areas for service improvement.

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People, Place, Prosperity

We will continue to provide residents of the Derbyshire Dales with high quality services. The high response rate to public consultations shows residents are engaged with, and interested in, what we do.

We aim to improve on this solid foundation with a new website homepage that will signpost residents and visitors to our services more quickly.

It will:

- Have clearer information about the Clean and Green Service.
- Allow residents to pay online for council services, for example garden waste collections.

In a financial environment that forces us to make difficult decisions, we have to listen to residents' priorities.

This means we have to make hard choices - we can't do everything, only the top priorities.

We will continue to prudently manage budgets. Our past careful management means we are in a reasonably secure position, but we need to look for further opportunities to generate new income.



Keeping the Derbyshire Dales Clean Green & Safe

The first action of the new council in 2019 was to declare a Climate Emergency. A Climate Change Group is now tasked with preparing a plan to make the District Council net carbon neutral by 2030.

We will work with partners across the region and aim to deliver the goal through all relevant strategies.



Supporting better homes and jobs for you

Derbyshire Dales is a great place to live, but not everyone has access to everything this area has to offer. We know wages are below average and housing prices are above average, making it hard for young families to stay here.

We aim to address economic issues by:

- Investing in key employment sites to expand job opportunities in the area.
- Promoting investment in our market towns to increase footfall and spending.
- Promoting and supporting local business with advice and easier access to our procurement process,
- Promoting Derbyshire Dales as a place to visit and do business, including a Derbyshire Dales branding initiative.

People.

Providing you with a high quality customer experience

We will:

- Redesign our website to make it easier for you to find the information you need
- Enable you to pay online for more Council services
- Offer you the ability to access more services yourself 24/7 online
- Maintain high customer satisfaction about the quality of services we deliver

We will achieve this by:

- Including clearer information about your Clean and Green Service on our website
- Enabling online direct debits and card payments for services such as garden waste collection
- Providing an online facility to request District Council services such as litter clearance and street cleaning
- Designing our online services to keep you informed of progress

- Undertaking an annual online survey of residents to establish customer satisfaction and priorities
- Reviewing opportunities as we strive to be a more commercially-minded District Council

In addition we will:

- Maintain other customer access channels during opening hours, you will still be able to phone us or drop by at the Town Hall
- Engage with community groups and encourage projects run by community groups
- Achieve a sustainable financial position by prudent management of resources and reviewing services



Place.

Keeping the Derbyshire Dales Clean, Green and Safe

We will:

- Review our clean and green service commitments to better target existing resources
- Achieve net zero carbon emissions from District Council operations by 2030
- Work with partners across the county and region to deliver this new goal through all relevant strategies
- Invest capital resources in our main parks to improve facilities where feasible

We will achieve this by:

- Preparing and Implementing a Climate Change Strategy
- Preparing and adopting a Supplementary Planning Document on Climate Change
- Implementing a programme of Electric Vehicle charging points in our car parks,
- Promoting greater recycling especially of food waste
- Developing maintenance plans for green spaces and verges we manage to encourage greater biodiversity

- Developing a community tree planting programme
- Improving facilities initially in Ashbourne Recreation Ground

In addition we will:

- Work with partners and communities to maintain high levels of community safety
- Publish an annual report on air quality in the District and identify any appropriate mitigation measures for areas of lower air quality.



Prosperity.

Supporting better homes and jobs for you

We will:

- Support businesses to encourage productivity, growth, and higher wage jobs in rural and urban locations
- Promote housing development that meets the needs of the present and future population of the District
- Invest resources in developing key employment sites
- Promote investment to stimulate the economy of our market towns

We will achieve this by:

- Facilitating the development of Ashbourne Business Park and Phase 1 housing at Ashbourne Airfield
- Pursuing funding to unlock employment land at Middleton Road/Cromford Road, Wirksworth
- Initiating a development scheme for the Bakewell Road site, Matlock town centre
- Launching the Derbyshire Dales Place Branding Initiative
- Continuing to provide a high quality, free, 1:1 business advice service to small and medium sized businesses
- Building new Council homes to rent and continuing to build social rented homes in partnership with Housing Associations
- Encouraging the provision of smaller-sized open market homes to meet local demand
- Helping disabled people adapt their homes so they can continue to live there

- Exploring further policy changes which could further reduce the number of empty homes
- Submitting a £1m Heritage Lottery Fund bid for the Hurst Farm Regeneration Project
- Delivering a permanent site to meet identified Traveller needs

In addition we will:

- Make it easier for local firms to do business with us through our procurement processes
- Complete a review of the Derbyshire Dales Local Plan
- Support communities in developing Neighbourhood Plans
- Continue to provide debt and welfare advice to vulnerable households



Recent achievements



Five years of hard work by your District Council was rewarded at the start of 2020 with new funding that unlocks the massive potential of the Derbyshire Dales' premier jobs location. D2N2, the private sector-led partnership, agreed in January to provide £1million from its Local Growth Fund to support the Ashbourne Airfield development project. The funding will support new infrastructure to unlock an overall £10.27million project for much needed land for employment and housing development, creating opportunities for businesses and jobs for local people.



Two years in and our Hurst Farm Regeneration Project has taken another massive step forward. In February 2020 planning permission was granted to transform the Hurst Farm social club into a modern community facility with café, bar, farm shop and function room. Other recent project milestones have included initial £79,500 support from The National Lottery Heritage Fund for a Heritage Trail. This could lead to a further second round application of capital funding worth £1m.



Our Hall Leys Park in Matlock was recognised as world class by the international Green Flag Award scheme in 2019 - for a 12th consecutive year. Our Clean & Green team do a tremendous job, not just in Matlock, but at more than 30 parks and gardens we maintain across the whole Dales.



At the end of 2019 parts of the Derbyshire Dales were hit by some of the worst flooding in years - and our teams responded magnificently. District Council staff volunteered to work through the night and through the weekend to help protect vulnerable homes and people as rivers flooded at Grindleford, Rowsley, Beeley, Baslow, Chatsworth, Darley Bridge, Matlock and Matlock Bath. Filling and distributing sandbags was a non-stop operation for our team - within days they had used almost 70 tonnes of sand distributing 2,700 sandbags to the worst hit areas.

On 1 April 2020 we launched a new improved suite of online facilities to make your web experience faster, smarter and safer. Plus there is a new-look homepage to make navigation much easier. It means you can access a wider range of council services, 24 hours a day, 7 days a

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week. It is faster and easier to check your bin collection schedules, report problems such as missed or damaged bins, pay your council tax, track planning applications and much more.

Work started early in 2020 to install electric charging points for up to 24 cars and vans on five sites operated by the District Council. The initiative provides capacity for eight vehicles to charge up at each site at any one time at our car parks at Ashbourne Shawcroft, Bakewell New Street, Matlock Edgefold Road and Wirksworth Market Place.



The District Council's fabulous weekly Bakewell market was voted the best large outdoor market in the country in 2020. Our Monday market picked up the accolade at the Great British Market of the Year awards. Bakewell has had a market since 1330 and that age-old tradition is something that still attracts visitors today. In recent years we have also been working very hard to modernise and further develop the market.



The Derbyshire Dales waste and recycling service is the best in Derbyshire, boasting a recycling rate of 60%.



A total of 81 affordable homes for rent and shared ownership were completed in 2019/20, smashing our target of 51. We work with housing associations and community land trusts or seek a contribution on private sites.



The District Council organises one of the region's top annual events, Matlock Bath Illuminations - and in 2019 we achieved a 96% reduction in energy usage during the eight-week season by replacing all the festoon lighting with LED lamps. We also achieved an 80% power saving by introducing new festoon lights.



Our Derbyshire Dales Business Advice service offers free guidance to start-up and developing local businesses. Since 2016 we have helped to create 120 jobs, grants of £1.5m and 67 start-up businesses.

The District Council works in partnership with the Citizens' Advice Money Advice Team to improve people's financial situations here in the Derbyshire Dales. In the last quarter of 2019/20, the CAB team dealt with 222 debt issues and helped people to manage more than £100,000 worth of debt. The focus is on preventing evictions - and we encourage anyone struggling with rent arrears or other debt issues to talk to the CAB.



Contact us

If you would like to find out more, or tell us what you think of the Corporate Plan, please visit:

w: [derbyshiredales.gov.uk/corporateplan](https://www.derbyshiredales.gov.uk/corporateplan)

