

Review of the Corporate Plan 2016 - 2020



Gainsborough Riverside



Life saving defibrillator scheme



Lincolnshire Wolds Festival

West Lindsey District Council Corporate Plan Review

In 2016, West Lindsey District Council launched its Corporate Plan for the period 2016 to 2020. The plan set out the Council's themes and priorities for this four year period, which were identified so as to develop the district into a place where people want to live, work, visit and invest. The Council stated that the fulfilment of its aims would be achieved through the adoption of an entrepreneurial approach.

The Council identified the following as its key themes and associated priorities:

Theme One: OPEN FOR BUSINESS					
Priorities					
To attract inward investment	To retain, support and facilitate the growth of business in the District	Housing led economic growth	Understand and address the skills gap in the District	Promote and expand the agri-food sector	Understand and promote the value of the visitor economy

Theme Two: PEOPLE FIRST			
Priorities			
Improve the ease and convenience of access to a range of public services offered by the Council and partner organisations	Enhance and maintain a safe, natural and built environment	Meet local housing needs and aspirations	Increase opportunities for arts, culture, night-time economy, sport and leisure for residents

Theme Three: ASSET MANAGEMENT		
Priorities		
To develop and maximise the return on and value of our land and property	Maximise the benefits of our assets for our communities	Utilise our land and property to facilitate inward investment

Theme Four: PARTNERSHIPS		
Priorities		
To work in partnership and explore opportunities to deliver improvements across a range of areas	Work with national and regional organisations to deliver services locally	Build successful commercial partnerships and joint ventures

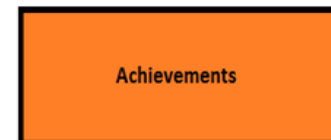
Theme Five: CENTRAL LINCOLNSHIRE LOCAL PLAN			
Priorities			
Ensure the Local Plan is adopted	Establish an appropriate number of Neighbourhood Plans across the District; ensuring they are supported	Identify key growth and regeneration priorities for Gainsborough and align with Local Plan	Develop an infrastructure that meets housing and growth priorities for West Lindsey

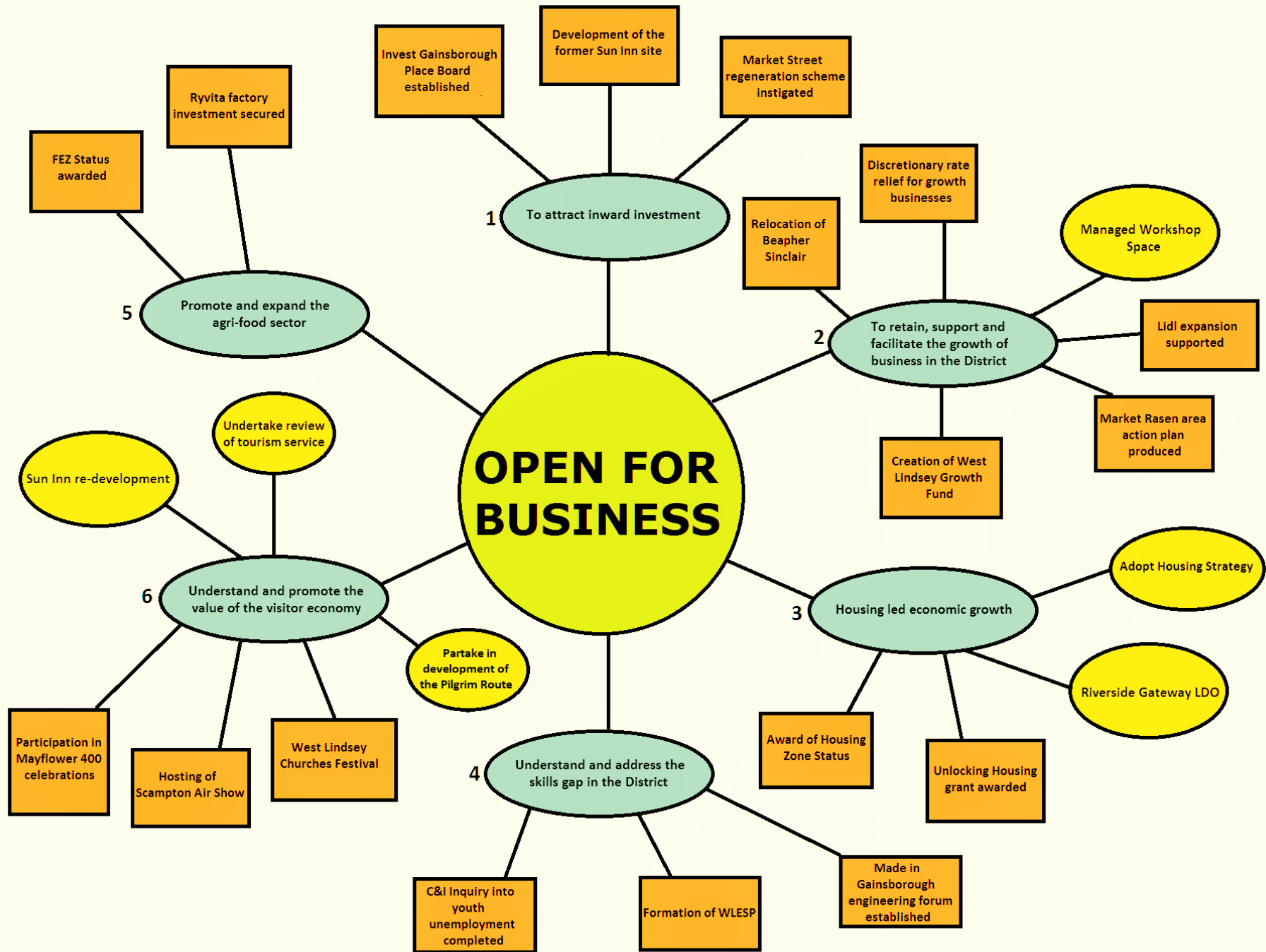
Theme Six: EXCELLENT VALUE FOR MONEY SERVICES			
Priorities			
Explore alternative delivery models to ensure effective use of resources	Put our customers first	Develop highly skilled, motivated staff who deliver in an entrepreneurial manner	To be a high performing council at a cost affordable to residents of the District

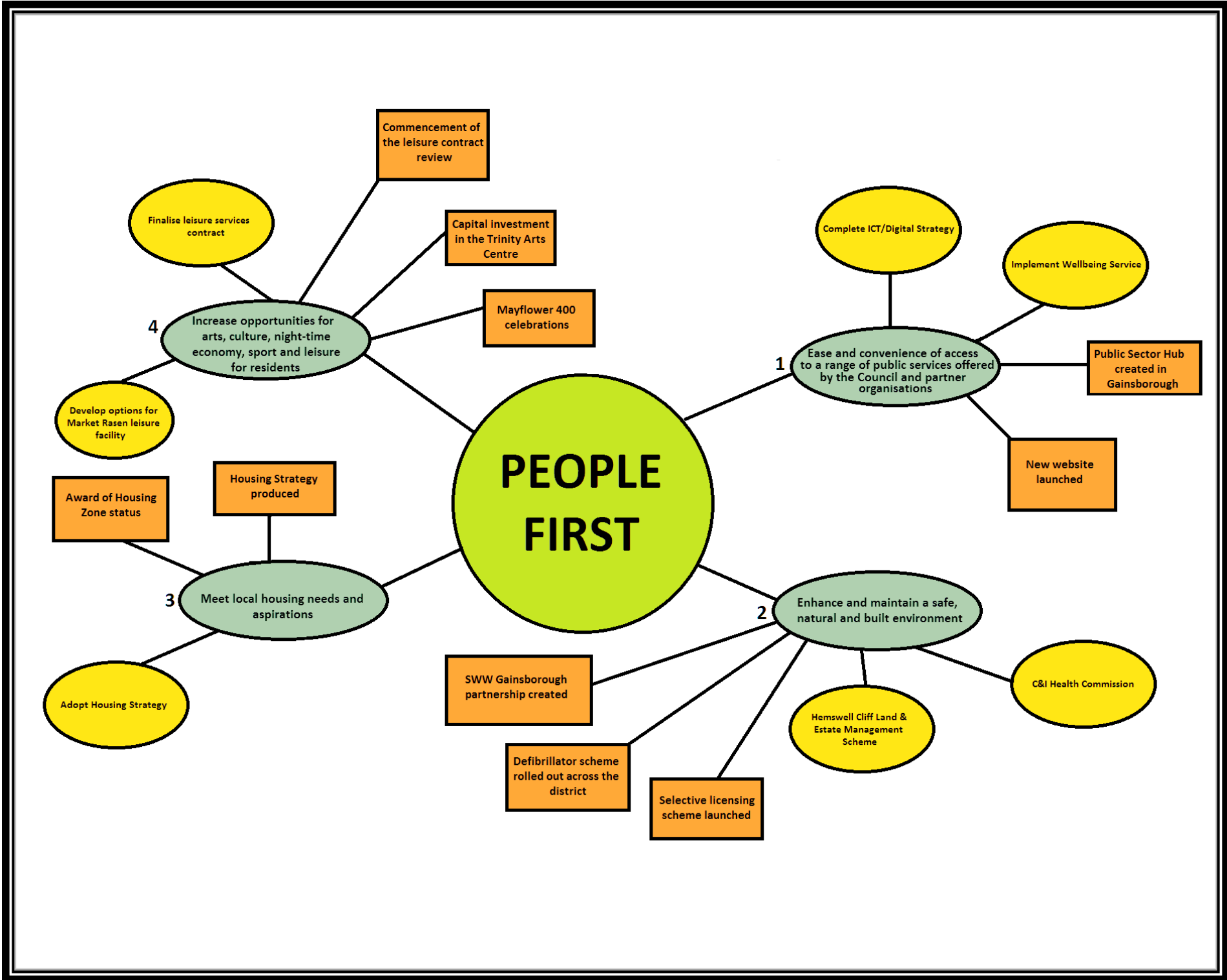
A commitment was made to provide interested stakeholders with an annual update report on progress made, work still to do and any emerging issues that require significant attention. Since the Corporate Plan was launched, much activity has taken place and success has been achieved in support of delivery against the Council’s priorities. This now provides the Council with the opportunity to reflect and consider, for the remainder of the Plan’s lifespan, what is still left to do, what remains relevant and any new matters now requiring attention.

On the following pages, we have illustrated under each theme the key achievements to date, work currently in progress and proposed future work to be undertaken during the remainder of the Corporate Plan’s lifespan. Many of the achievements and future intentions contribute to the fulfilment of one or more of the Council’s priorities. This highlights the cross-cutting nature of the work undertaken and the determination to eradicate ‘silo-based-working’ within the Council. Proposed future activity will form the basis of the Council’s key programmes and projects and will also inform the make-up of the Council’s Medium Term Financial Plan.

Key to diagrams:







PEOPLE FIRST

1

Ease and convenience of access to a range of public services offered by the Council and partner organisations

Complete ICT/Digital Strategy

Implement Wellbeing Service

Public Sector Hub created in Gainsborough

New website launched

2

Enhance and maintain a safe, natural and built environment

SWW Gainsborough partnership created

Defibrillator scheme rolled out across the district

Selective licensing scheme launched

Hemswell Cliff Land & Estate Management Scheme

C&I Health Commission

4

Increase opportunities for arts, culture, night-time economy, sport and leisure for residents

Finalise leisure services contract

Commencement of the leisure contract review

Capital investment in the Trinity Arts Centre

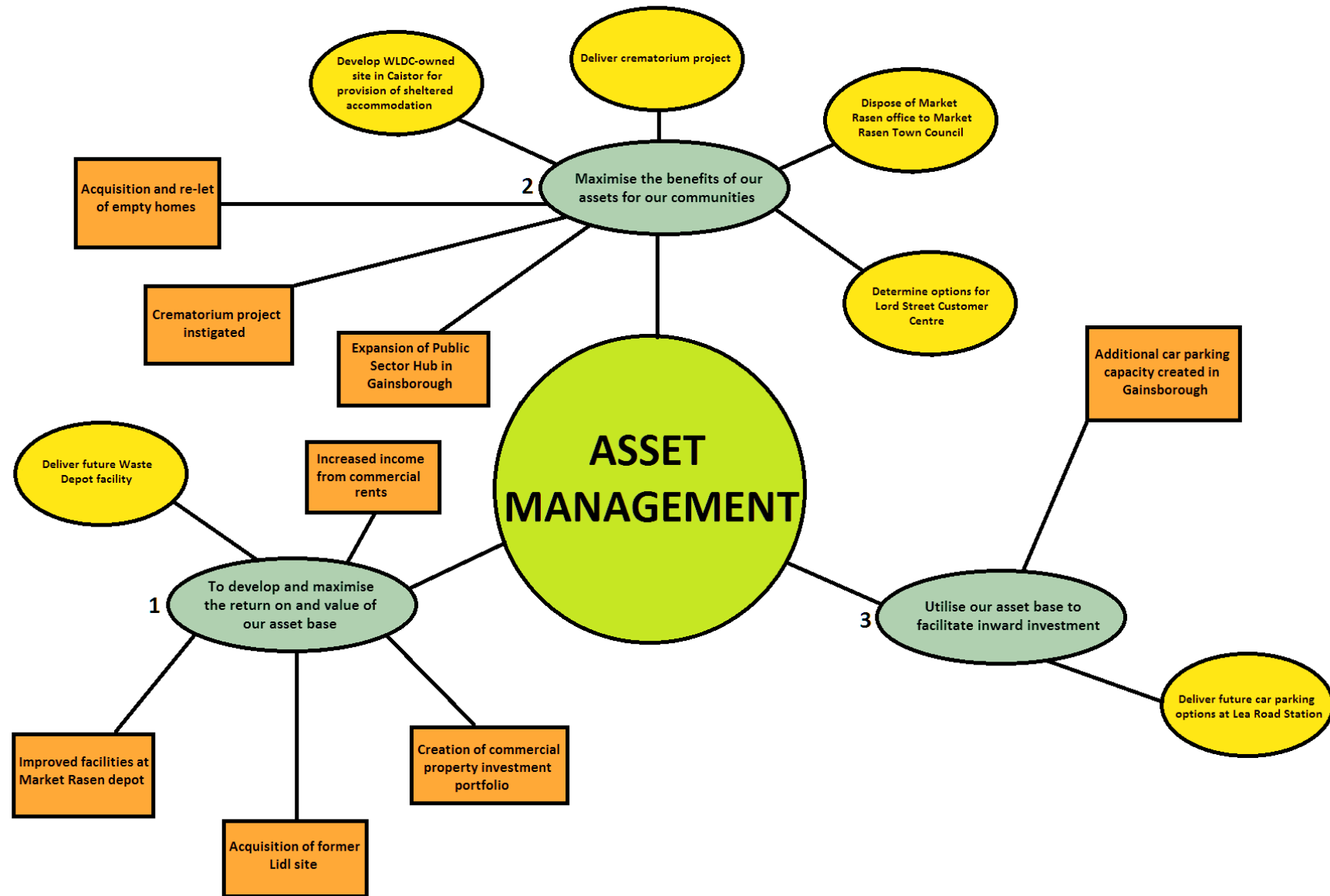
Mayflower 400 celebrations

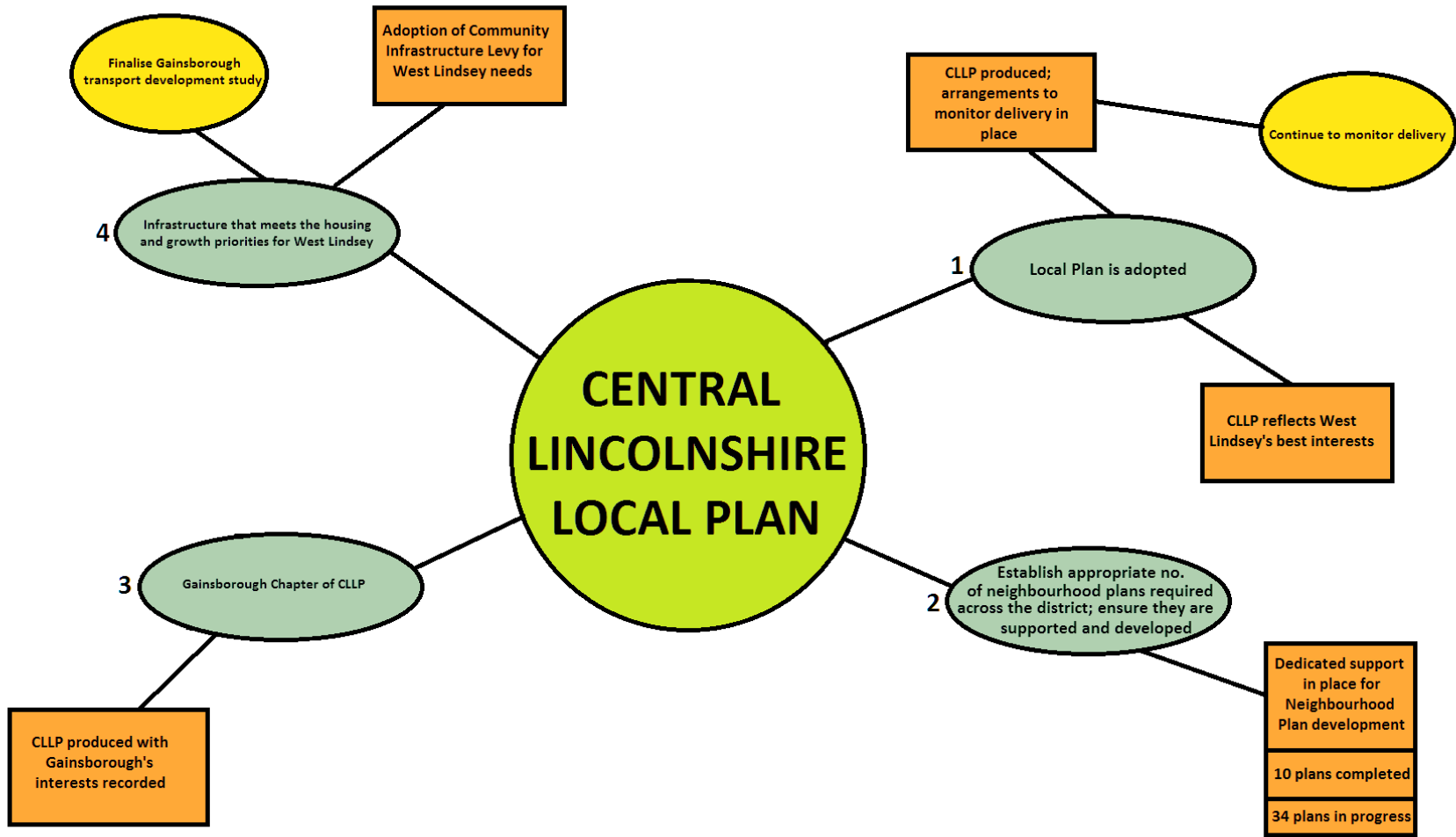
Develop options for Market Rasen leisure facility

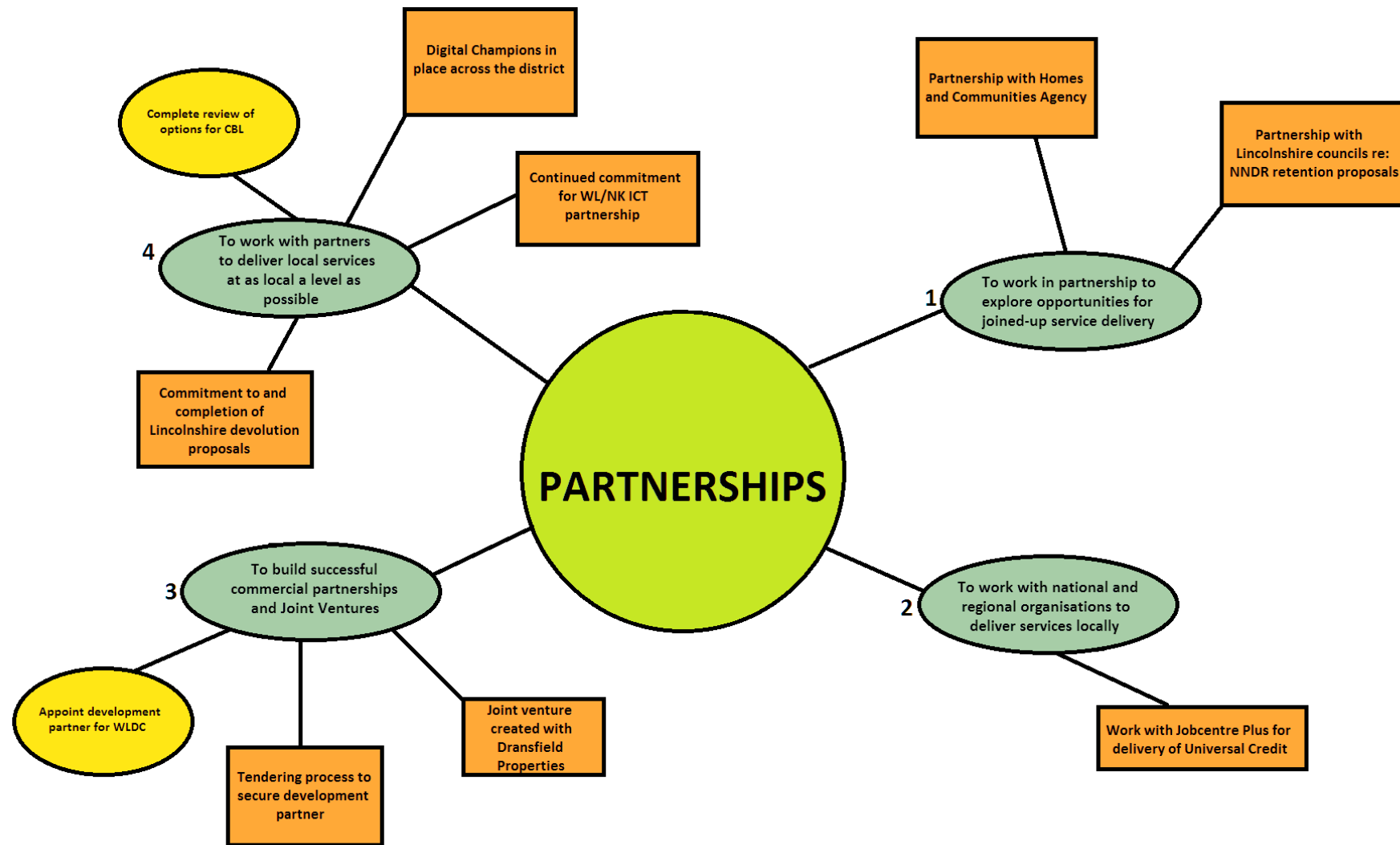
Award of Housing Zone status

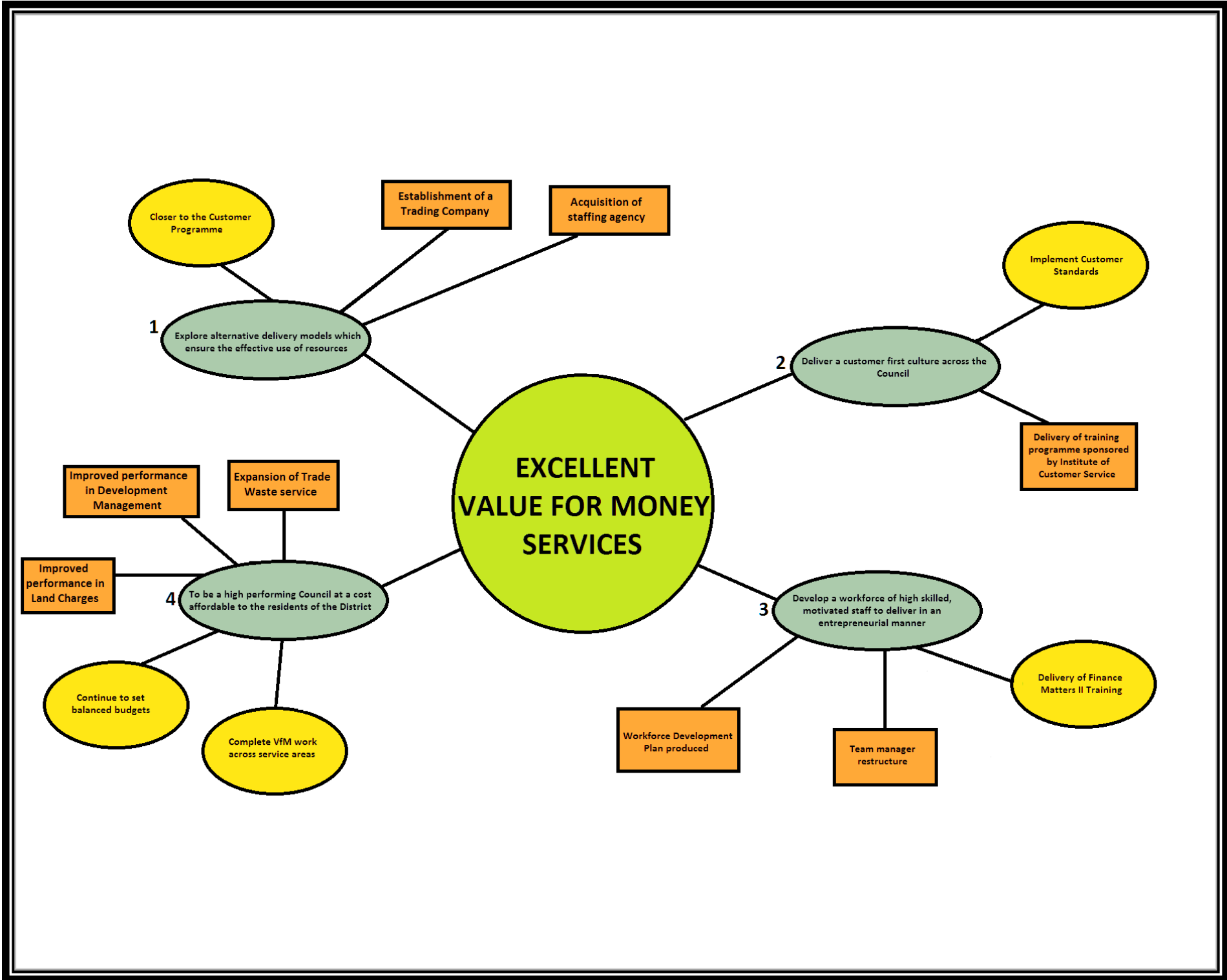
Housing Strategy produced

Adopt Housing Strategy









EXCELLENT VALUE FOR MONEY SERVICES

Closer to the Customer Programme

Establishment of a Trading Company

Acquisition of staffing agency

1 Explore alternative delivery models which ensure the effective use of resources

Implement Customer Standards

2 Deliver a customer first culture across the Council

Delivery of training programme sponsored by Institute of Customer Service

Improved performance in Development Management

Expansion of Trade Waste service

4 To be a high performing Council at a cost affordable to the residents of the District

Improved performance in Land Charges

3 Develop a workforce of high skilled, motivated staff to deliver in an entrepreneurial manner

Delivery of Finance Matters II Training

Continue to set balanced budgets

Complete VfM work across service areas

Workforce Development Plan produced

Team manager restructure

Work to Complete - A summary of the work which remains in progress or is to be instigated over the remaining lifespan of the current Corporate Plan is provided below:

Theme One: OPEN FOR BUSINESS	
Priority	Task
To retain, support and facilitate the growth of business in the District	Complete managed workspace projects
Housing led economic growth	Adopt Housing Strategy
	Implement Riverside Gateway LDO
Understand and promote the value of the visitor economy	Undertake review of the tourism service
	Partake in the development of The Pilgrim Route
	Complete Sun Inn site re-development (Travelodge)

Theme Two: PEOPLE FIRST	
Priority	Task
Improve the ease and convenience of access to a range of public services offered by the Council and partner organisations	Complete ICT/Digital Strategy
	Implement Wellbeing Service
Enhance and maintain a safe, natural and built environment	Complete C&I Health Commission
	Implement Hemswell Cliff Land & Estate Management scheme
Meet local housing needs and aspirations	Adopt Housing Strategy
Increase opportunities for arts, culture, night-time economy, sport and leisure for residents	Develop options for Market Rasen leisure facility
	Finalise leisure services contract

Theme Three: ASSET MANAGEMENT	
Priority	Task
To develop and maximise the return on and value of our land and property	Deliver future waste depot facility
Maximise the benefits of our assets for our communities	Develop WLDC owned site in Caistor for provision of supported accommodation
	Deliver crematorium
	Dispose of Market Rasen office to Market Rasen Town Council
	Determine options for Lord Street Customer Centre
Utilise our asset base to facilitate inward investment	Create additional car parking facilities at Lea Road station

Theme Four: PARTNERSHIPS	
Priority	Task
To build successful commercial partnerships and Joint Ventures	Appoint development partner for WLDC
To work with partners to deliver local services at as local a level as possible	Complete review of options for Choice Based Lettings

Theme Five: CENTRAL LINCOLNSHIRE LOCAL PLAN	
Priority	Task
Local Plan is adopted	Monitor delivery of CLLP
Develop an infrastructure that meets housing and growth priorities for West Lindsey	Finalise Gainsborough transport development study

Theme Six: EXCELLENT VALUE FOR MONEY SERVICES	
Priority	Task
Explore alternative delivery models which ensure the effective use of resources	Implement Closer to the Customer programme
Deliver a customer first culture across the Council	Implement Customer Standards
Develop highly skilled, motivated staff who deliver in an entrepreneurial manner	Complete Finance Matters II training
To be a high performing council at a cost affordable to residents of the District	Continue to set balanced budgets
	Complete VfM work across service areas

The information provided above demonstrates the wide range of activity the Council has been and remains involved in since the Corporate Plan was launched. The detail provided also highlights the role the Council plays to secure delivery. This can be either in a sole capacity, in partnership, or as a facilitator of change.

Great emphasis has been placed on initiating regeneration across the District. Many positive steps have been taken and key strategic partnerships have been formed to realise these ambitions and promote West Lindsey as a place that is regarded as an attractive place for business and inward investment. However the Council recognises that more work needs to be done to secure options for and deliver additional and improved housing, attract inward investment and ensure the continuing existence and growth of business in the District, as well as improving facilities for leisure and tourism. These remain longer-term goals.

The desire to remain a commercially focused Council remains a vital objective. Additional sources of sustainable income and external grant funding streams have been secured to assist the Council in meeting its financial challenges. Since the outset of austerity measures the Council has reduced its costs by £4m while maintaining a full-range of services and retaining staff. The on-going identification of new income streams is a key priority to enable the Council to continue to deliver excellent services for residents. Additionally, the way in which we embrace advances in digital technology is a key driver going forward. This is necessary to ensure efficient access to and delivery of our services and to be able to communicate more effectively with customers and residents.

The remaining time-frame of the Corporate Plan will see the Council maintain its focus on these objectives. On the next anniversary of the Corporate Plan, another update will be provided to report on further progress.

If you would like a copy of this in large, clear print, audio, Braille or in another language, please telephone 01427 676676

West Lindsey District Council

تامول عمل نم دي زم قباصع 676676 72410
За повече информация пръстен 01427 676676
Lisainformatsiooni ring 01427 676676
अधिक जानकारी के लिए रगि 01427 676676
További információ gyűrű 01427 676676
Lai iegūtu vairāk informācijas gredzenu 01427 676676
Norėdami gauti daugiau informacijos žiedo 01427 676676
Aby uzyskać więcej informacji na ring 01427 676676
Pentru mai multe informații inel 01427 676676
За више информација назовите 01427 676676
ے ئل ے ک یٹوگنا 676676 72410 ے ک تامول عمل نم دي زم

Guildhall, Marshall's Yard, Gainsborough, Lincolnshire DN21 2NA

Tel: 01427 676676 Fax: 01427 675170

DX 27214 Gainsborough

www.west-lindsey.gov.uk