

## **PART 8 – BLABY DISTRICT COUNCIL VISION, VALUES AND STRATEGIC THEMES**

### **VISION**

To ensure that Blaby District is a great place to live, work and visit.

### **VALUES**

- Put the customer at the heart of everything we do.
- Be innovative, adaptable and resourceful.
- Understand the needs of our communities and treat everyone fairly.
- Be open, honest and clearly communicate.

### **THE COUNCIL'S STRATEGIC THEMES**

#### **ENABLING OUR COMMUNITIES AND SUPPORTING OUR VULNERABLE RESIDENTS.**

What we want to achieve:

1. We are dedicated to fostering communities where no one is left behind, especially our vulnerable residents. We aim to empower individuals to take control of their own futures and those of their families. This commitment extends to key areas such as young people, mental health, benefits, the provision of suitable housing, and supporting asylum dispersal and community integration.
2. Our initiatives go beyond traditional boundaries. Our Lightbulb Service encourages independent living, while our Housing Enabler Team accelerates hospital discharges, ensuring a speedy return home. Our Home Gadgets Service leverages assistive technology to support residents in managing health conditions, including dementia. While our initial goal was to eliminate homelessness, we acknowledge that it remains a challenge. We are committed to maintaining a zero rough sleeping rate. We recognise the need for specialised housing to meet the needs of the most vulnerable members of our community, and pledge to work closely with partners to make this a reality.
3. Our communities are diverse and so are their needs and preferences. We will do all that we can to meet these needs. We will embrace the positive power of technology to combat exclusion from services and communities, ensuring everyone has equal access to the information and help they need, regardless of their individual circumstances.

**How we will achieve this:**

- Work in partnership to provide support for our homeless and most vulnerable residents.
- Continually review services to ensure they are streamlined, fit for purpose and easy for the customer to understand and access.
- Recognise the diversity of our customers' needs in the design of our services
- Provide our customers with the information or support they need at the first point of contact, through our website or other access channels.
- Work with councillors, community groups and partner organisations to encourage and promote digital inclusion across Blaby District.
- Utilise our Commercial Strategy to invest in ensuring appropriate accommodation is accessible to the most vulnerable
- By delivering the actions in the Homelessness and Rough Sleeping Strategy.
- Strengthen partnerships to integrate comprehensive preventative offers into the Lightbulb service.

**ENHANCING AND MAINTAINING OUR NATURAL AND BUILT ENVIRONMENT**

What we want to achieve:

1. We continue to address the challenges posed by climate change, supporting the Council's carbon emissions to be net zero by 2030 and supporting the district to become net zero by 2050.
2. In addition, our dedication extends to enhancing biodiversity in our parks and open spaces. We are actively working to implement biodiversity strategies that promote the growth and preservation of diverse ecosystems.
3. We are equally committed to ensuring sustainable development in the district, maintaining a clean and green environment. Our own parks will be sustainable, ensuring high quality and accessibility, while continuing to provide value to the local community and the natural world.
4. Our plan also includes efforts to reduce waste and increase recycling, aligning with the latest national waste packaging reforms. We are determined to deliver the actions outlined in the Leicestershire Resources and Waste Strategy.

**How we will achieve this:**

- Deliver on our actions in the Climate Change Strategy.
- Adopt a Local Plan to ensure environmentally friendly housing and promote biodiversity in new developments.
- Increase biodiversity and improve access to green open spaces.
- Reduce our impact on the environment by delivering sustainable development, working with our partners to reach a district-wide net-zero goal by 2050.
- Expand electric vehicle infrastructure across the district to meet the demand for electric vehicles and the needs of the community.
- Promote energy efficiency, sustainable construction, renewable energy sources, and behaviour change.
- Implement actions outlined in the Leicestershire Resources and Waste Strategy
- Deliver the actions set out in the Parks and Open Spaces Strategy.

**GROWING AND SUPPORTING OUR ECONOMY**

What we want to achieve:

1. Our primary objective is to facilitate business growth and development, foster innovation, and promote overall prosperity within our district through economic recovery and growth.
2. Our focus extends to improving and broadening the skills of the district's workforce, thereby creating more opportunities for success. We are equally dedicated to attracting and retaining businesses in our district, cultivating a sense of pride in our district and pinpointing attractive investment prospects. Furthermore, we seek to highlight the unique attributes of our location and what it offers to businesses.
3. In addition to these priorities, our goal is for the district to be one of Leicestershire's leading and most welcoming and sustainable tourism destinations, attracting staying and day visitors from across the UK.

**How we will achieve this:**

- Implement the actions set out in the Economic Development Framework.
- Deliver the actions set out in the Tourism Growth Plan.
- By providing a strong leisure and visitor economy with well-maintained and accessible attractions to encourage visitors to the district.

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## KEEPING YOU SAFE AND HEALTHY

What we want to achieve:

1. We take pride in providing the necessary infrastructure and services to empower individuals to feel safe and live happy lives. As a district, we are one of the healthiest places to live, and our goal is to ensure that residents can enjoy longer, healthier lives, both physically and mentally.
2. We want to foster active and healthier lifestyles among our residents, inspiring people to embrace lifestyles that promote physical and mental wellbeing.
3. We are dedicated to creating communities where every individual feels secure, and where issues such as antisocial behaviour and domestic abuse are actively addressed. Our goal is that no one in our community feels isolated or vulnerable, and that support is readily available when needed. Mental health is a growing concern as cases increase, particularly within the younger generation, and more needs to be done to increase awareness and access to support.
4. Furthermore, we are determined to continue our investments in leisure centres and suitable leisure provision, promoting accessible opportunities for recreation and wellness.
5. The district has several former landfill sites, and these will be reviewed to ensure that the appropriate measures are still in place to protect and safeguard our communities.

### How we will achieve this:

- Delivery of the Community Health and Wellbeing Plan
- Deliver the Playing Pitch Strategy
- Increasing the number of people undertaking physical activity
- Delivery of our Leisure Centre contract
- Deliver the actions of the Active Travel Strategy
- The Local Cycling and Walking Infrastructure Plan
- Working with partners to ensure effective delivery of the Community Safety Partnership work plans and objectives
- By implementing the actions in the Contaminated Land Strategy
- Raising awareness of mental health services available and provision of mental health services in rural communities

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## **AMBITIOUS AND WELL-MANAGED COUNCIL, VALUING OUR PEOPLE**

What we want to achieve:

1. We are fully committed to maintaining strong financial management, allocating resources wisely for what matters most. Our focus is on delivering high-quality public services that you can trust and rely on.
2. In pursuit of these goals, we will review our strategic assets to ensure they are delivering optimum value to the Council and wider community, increasing social capital.
3. We will continue to work in partnership with other local authorities and organisations, prioritising alignment with our business objectives and, most importantly, when such collaborations result in tangible benefits for our communities.
4. We aim for efficiency, tailoring services to meet customers' needs', and making them easily accessible. We will implement user-friendly digital processes, designed so customers choose to self-serve, allowing us more time to focus on those that need more support through our assisted access channels.
5. We are also dedicated to developing our workforce, helping them to reach their full potential and investing in our people development programmes. We will ensure fundamental management standards are embedded across the organisation, laying the foundation for success and growth.
6. Furthermore, we are dedicated to promoting openness and transparency in our actions and decisions. We aim to create an environment where everyone can participate equally, actively seeking feedback and being accountable for our actions. This commitment will strengthen our governance and enhance transparency. We also promise to increase our public visibility and actively promote our work.

### **How we will achieve this:**

- Ensuring our ICT service meets the needs of the business.
- By delivering the Transforming Blaby Together Strategy and associated action plans.
- Delivery of the Corporate Communications Strategy
- By delivering actions required to sustain the Council's longer-term financial position as identified in the Medium Term Financial Strategy