



Northampton Borough Council

Corporate Plan 2019 - 2021

Ambitious | Prosperous | Proud

Ambitious
Prosperous
Proud

For more information about the Council:

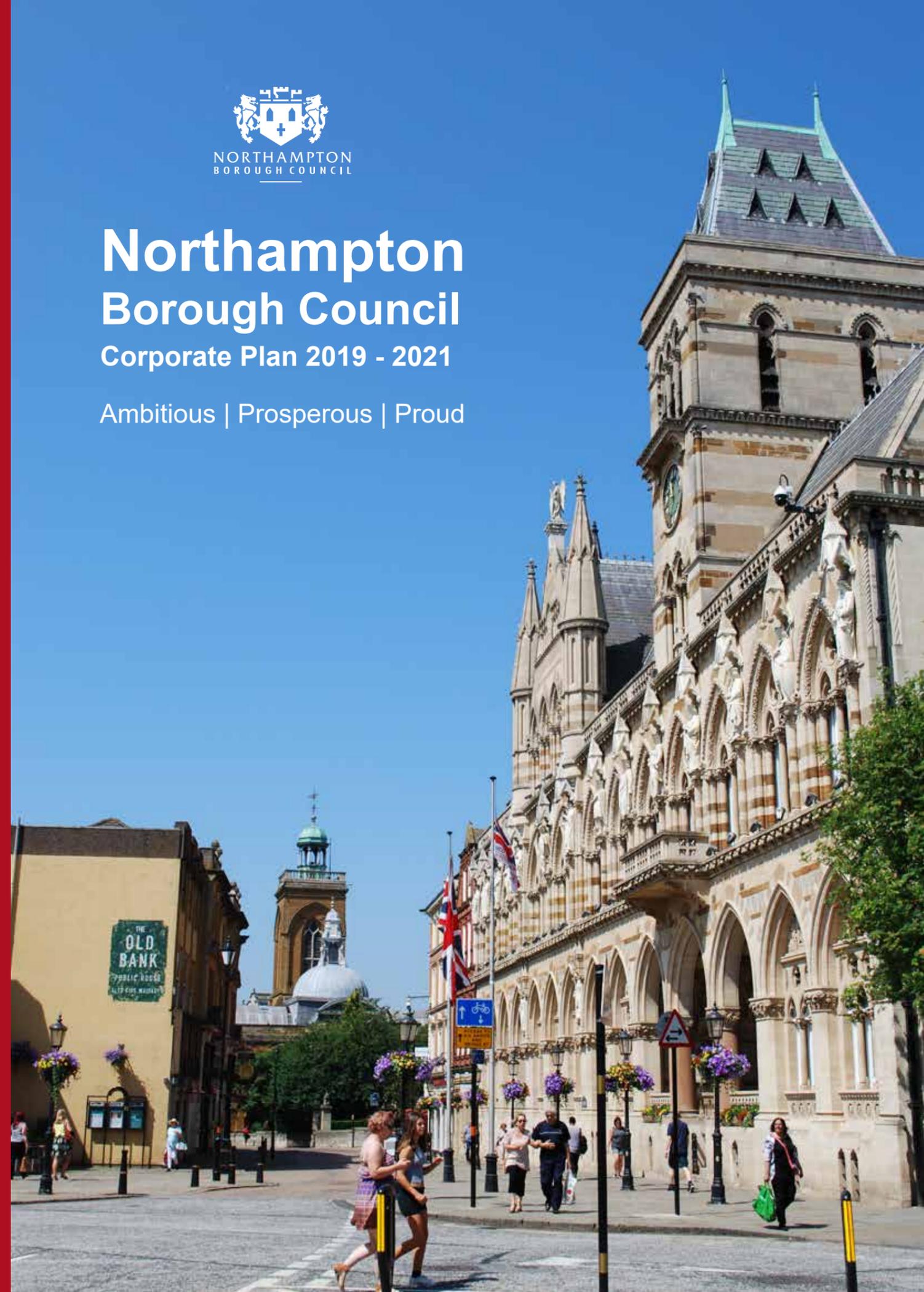
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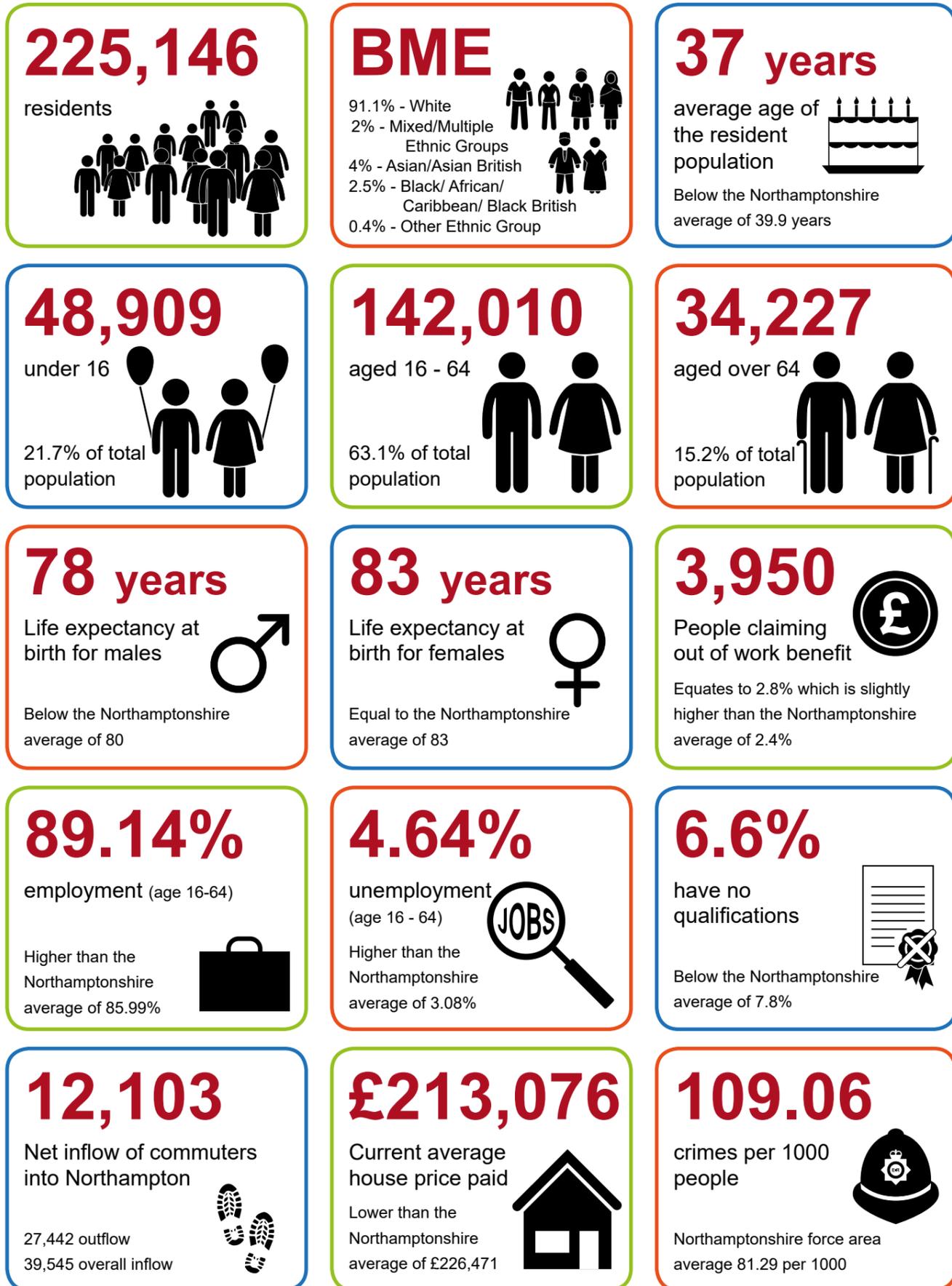
Northampton Borough Council
Guildhall, St. Giles Square,
Northampton, NN1 1DE



**NORTHAMPTON
BOROUGH COUNCIL**



Northampton demographics



Northampton Borough Council continues to go from strength to strength and, as Council Leader, I am very proud of the work that we do in driving forward a number our key priorities that I believe will continue to make Northampton a great place to live, work, visit and study.

Last year we took the opportunity to refresh the Corporate Plan knowing that, at the time, we were moving towards a new Unitary Authority by April 2020.

In May 2019 we were informed by the Government that the two new Unitary Authorities wouldn't come into being until 1st April 2021 and therefore we have taken the opportunity to review the Corporate Plan and refresh our key objectives, to ensure that we sprint towards the new West Northants Council coming into being in April 2021.

Our vision still very much remains the same; ambitious, prosperous and proud in all that we do for the people of Northampton. There is still a lot that needs to be done between now and the spring of 2021.

Our strategic priorities therefore also remain the same, focussing on a stronger economy, and we are particularly pleased with the progress we have made in finalising the masterplan for the town centre. However this is just the beginning and there is much work to be done in order to invest the hundreds of millions of pounds that is needed to regenerate and reenergise our town centre, and we will continue to seek local residents' views as we implement individual projects from the masterplan.

Resilient communities is our second priority and we are incredibly proud of the many people that we work with, both at partner organisation level but also in local communities. You will see embedded within this plan the importance of those people and in what we need to deliver over the coming months, to further enhance and improve people's lives on a day to day basis.

As Leader of the Council, there is never one day where I don't feel immensely proud of what we are doing as an organisation and I have confidence that we will deliver this plan because of the support of all of the elected members and the excellent and dedicated workforce that we have here.

As a Northamptonian myself, I love to see how we are all collectively working together to drive improvement to the town and to people's wellbeing that will add to the wider prosperity of the Borough, and am incredibly excited about what we can achieve but pragmatic about the work that still needs to be done. We know that by working in partnership across both the town, the wider County, and sub-region, we will continue to develop Northampton as a great place to live, work, study and visit, both now and into the future.

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 between now and April 2021 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

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



Resilient communities

- Work with partners to reduce violent crime, anti-social behaviour and hate crime
- Build stronger and more resilient communities
- Empower communities to develop their areas
- Support vulnerable people to achieve their full potential
- Encourage and support housing delivery
- Raise standards in private sector housing
- Tackle, prevent and reduce homelessness

Exceptional services to be proud of

- Make the best use of our assets
- Provide high quality services
- Provide value for money services
- Work with neighbouring councils to shape new local government arrangements
- Provide the best quality decision-making process

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.

Creating a cleaner, greener town

- Develop a strategic approach to delivering a carbon neutral Northampton by 2030
- Work with our environmental contractors to continually improve the delivery of the environmental services contract, maintain and increase the number of parks with Green Flag accreditation and the continued participation in Britain in Bloom
- Develop and deliver appropriate actions to address elevated levels of pollution to manage air quality in Northampton
- Support the Lead Local Flood Authority with the development and delivery of policies and plans to manage local flood risks

Creating a thriving, vibrant town

- Implement a Place Marketing Strategy to increase visitor numbers and inward investment
- Support a range of events and activities throughout the year to celebrate our town and its heritage
- Secure quality development which makes a positive contribution to local character and distinctiveness
- Support the wider social, cultural, economic and environmental benefits that the towns heritage can bring



80.97%

of fly tipping incidents were removed within 2 days of notification

43.8%

of household waste recycled and composted



54,102

visitors to Abington Park Museum in 2018/19



Driving growth whilst preserving the town's heritage

- Develop, adopt and deliver the Local Plan
- Develop and deliver the Economic Growth Strategy
- Continue towards and benefit from the Oxford-Cambridge Arc
- Promote the Council's support and involvement in strategic infrastructure projects, including HS2, East West Rail and the Expressway, as well as promoting regional projects including the Northampton Northern Orbital, to improve connectivity and support sustainable growth
- Developing priority sites in the Enterprise Zone
- Develop and deliver the Northampton Town Centre masterplan in partnership with Northampton Forward, continually seeking the views of local groups and residents
- Develop and run a sustainable and resilient museum service
- Develop, with key stakeholders, the wider Cultural Strategy for the town

14 car parks

have the Park Mark accreditation



Purple Flag

awarded for providing safe nightlife



21 businesses

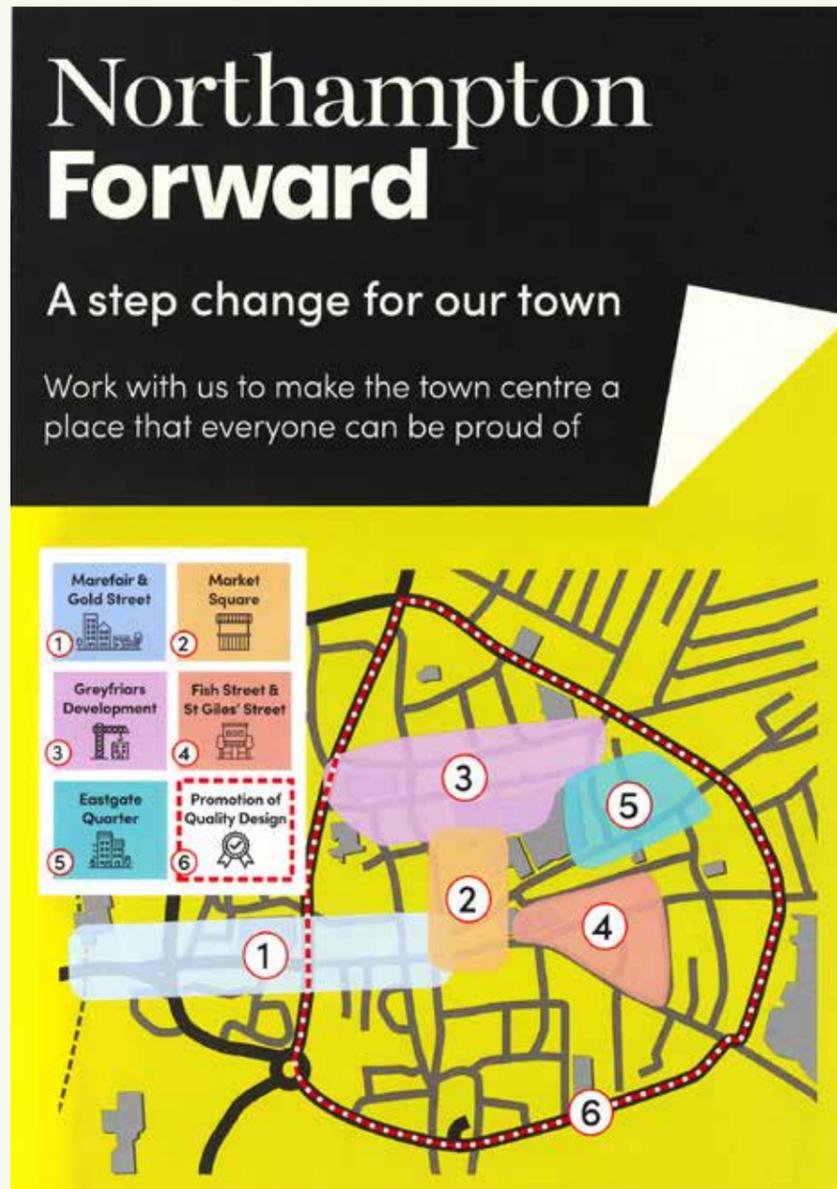
financially supported through the Business Incentive Scheme

89 new jobs created

£1.985M private sector investment in Northampton

13,985,144

Town Centre footfall in 2018/19



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 neighbourhoods 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.

- To continue to improve community safety, public confidence and public perception of the Town Centre, tackling alcohol related violence and nuisance behaviour, by continuing to invest in CCTV and committing to the Purple flag accreditation scheme

22



community safety awareness raising days in 2018/2019

Youth Offending Service funded to provide

38



knife crime awareness sessions in 2018/2019

25

*community protection warnings issued

16

*community protection notices issued

*in 2018/2019

Keeping the town and people safe

- Reduce crime and anti-social behaviour by working with partners to develop and deliver the community safety strategy, with a particular focus on violence and serious organised crime
- Protect and support the most vulnerable people within our communities, by tackling offenders and supporting victims
- Protect the health, wellbeing and safety of the people and environment of Northampton within the established regulatory framework
- Improve safety and community confidence, by raising awareness and promoting key community safety messages by working in partnership and utilising our community engagement networks, including Parish Councils, schools and local businesses

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



22 organisations

received partnership grant funding in 2019/20



totalling £197,410

Much Loved

status achieved by Abington Park the Field In Trust's UK's Best Park 2019 (in the East Midlands)



Empowering local people

- Celebrate the diversity of the Town, foster good relationships and promote understanding, through community events and days and weeks of partnership action

Improving the health and wellbeing of local people

- Working in partnership, and utilising grant funding, to support local people to improve their health and wellbeing



More homes, better homes

- Engage with house builders and development agencies to encourage housing delivery
- Support Northampton Partnership Homes to build new affordable housing
- Develop a new Housing Allocation Scheme for the new West Northants Council
- Work with housing developers and registered providers to maximise the supply of affordable housing
- Make effective use of enforcement powers to ensure good standards in private rented housing
- Actively promote good practice and landlord accreditation
- Reduce homelessness through homelessness prevention and intervention
- Implement our multi-agency homelessness and rough sleeping strategy
- Exploring options for establishing a permanent emergency nightshelter that has the capacity and facilities to provide men and women with shelter and support
- Reduce the overall cost of temporary accommodation
- Increase stock of Council owned temporary accommodation homes (HRA/GF)

NORTHAMPTON Nightshelter

Help us to end the need for people to sleep rough in Northampton

Green Flag

awarded to Abington Park and Delapré Abbey



94.65% of food businesses

have a food hygiene rating of 3 or more stars



100%

of all 'major', 'minor' and 'other' applications received in 2018/19 were determined within the specified period against a target of 85%.



341 nightshelter guests have stayed since opening

- 232 guests have moved successfully into settled accommodation
- 158 volunteers have worked shifts
- Average length of stay: 31 nights
- Average guest age: 42

456 HMOs

with a mandatory licence



512 HMOs

with an additional licence



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.



Putting the customer first

- Resolve as many requests as possible at the first point of contact
- Provide residents and customers with easy access to services
- Work collaboratively with our partners to meet the needs of our customers

Using public resources effectively

- Deliver a balanced budget
- Ensure our assets are focused on delivering our strategic objectives through the delivery of a corporate asset strategy

94.87%

of customers were satisfied with the overall service provided by Customer Services

Customer Excellence

maintained our accreditation in 2018 and 2019



Improving our governance

- Doing the right things, in the right way for the people of Northampton in an open, honest and accountable manner
- Support work streams in the move to a unitary council
- Making quality information readily available to enable informed decisions to be made
- Ensure statutory consultations are carried out appropriately and effectively, using reasonable process and communicated to encourage engagement



£29.5m

General Fund Budget 2019/20



99%

of invoices were paid within 30 days



£34.7 million

private sector investment secured in the Northampton Waterside Enterprise Zone in 2019/20



99%



of Freedom of Information requests were responded to within 20 working days in 2018/19

45 councillors

