

# OUR CORPORATE PLAN 2016 TO 2020

**VISION:** *Making the most of Mid Devon*

## PRIORITIES:



We will focus on:

Bringing new businesses into the District

Business development and growth

Improving and regenerating our town centres

Growing the tourism sector

We will focus on:

Building more council houses

Facilitating the housing growth that Mid Devon needs, including affordable homes

Planning and enhancing the built environment

We will focus on:

Working with local communities to encourage them to support themselves

Working with town and parish councils

Promoting physical activity, increasing activity, and promoting health and wellbeing

We will focus on:

Increasing recycling and reducing the amount of waste going to landfill

Reducing our carbon footprint

Protecting the natural environment

# PRIORITY 1: ECONOMY

## **Over the next four years we will:**

### Aim 1 - Attract new businesses to the District

- Focus on particular sectors and their supply chains e.g. agriculture, food and drink offer, leisure and tourism, professional scientific and technical, etc
- Actively market and promote the employment sites within our Local Plan by improving the marketing of Mid Devon as a place for business

### Aim 2 - Focus on business retention and growth of existing businesses

- Work with education providers to ensure that skills training matches the needs of businesses and create jobs through apprenticeships
- Lobby Devon County Council and others for faster Broadband
- Work with the business groups in the area to improve local economic vitality

### Aim 3 - Improve and regenerate our town centres with the aim of increasing footfall, dwell-time and spend in our town centres

- Improve the Tiverton Pannier Market and support other local markets in the District
- Focus on projects that will regenerate and increase footfall in our town centres
- [Focus on projects in Town Centres that will enable heritage and/or the Arts and economy to work together](#)

### Aim 4 - Grow the tourism sector

- Increase the number of people visiting, staying and spending money in the District
- Improve the marketing of Mid Devon as a visitor destination

### Other

- Act as a champion to improve local rail services
- Work in partnership with the Heart of the South West Local Enterprise Partnership, Devon County Council and Exeter, East Devon and Teignbridge on projects that will support and grow the local economy
- Be proactive in bringing in funding to the District to support economy projects
- Be more entrepreneurial and commercial as a Council

<b>Our priority projects for 2016-17</b>	<b>Lead Portfolio</b>	<b>Service Area</b>
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Finalise and approve the Inward Investment Strategy	Planning and Economic Regeneration	Economic Development
Develop a strategy for the Marketing and promotion of the District in terms of Economic Development	Planning and Economic Regeneration	Economic Development
Develop a strategy for Tourism upon the conclusion of a piece of work identifying what we have in the District in terms of attractions, accommodation, etc and also gaps.	Planning and Economic Regeneration	Economic Development
Finish and approve the Pannier Market five year Business Plan	Planning and Economic Regeneration	Economic Development
Coach parking – work with the Town Teams to deliver coach parking spaces in each of the three main towns and actively market and promote this	Planning and Economic Regeneration	Economic Development
Put together a programme of events across the District and work with local groups to deliver them	Planning and Economic Regeneration	Economic Development
Deliver the Tiverton Town Centre Masterplan	Planning and Economic Regeneration	Planning & Property Services
<a href="#"><u>Develop a bid to the Heritage Lottery Fund for a townscape heritage scheme for Cullompton</u></a>	<a href="#"><u>Planning and Economic Regeneration</u></a>	<a href="#"><u>Economic Development</u></a>

## PRIORITY 2: HOMES

### **Over the next four years we will:**

#### Aim 1 – Build more council houses

- Build 250 council houses

#### Aim 2 – Facilitate the housing growth that Mid Devon needs, including affordable housing

- Deliver 360 homes per annum as per the Strategic Housing Market Assessment
- Support opportunities to provide high quality affordable housing
- Promote significant growth east of Cullompton
- Work with developers to ensure that the sites in the Local Plan come forward for development
- Work with developers to ensure that the houses being built meet the needs of our population
- Continue to work with private sector landlords and other partners to bring empty homes back into use [and improve housing standards](#)

#### Aim 3 – Planning and enhancing the built environment

- Ensure that our special landscape assets are considered during the planning process so that we do not waste our valuable natural assets
- Ensure development works to enhance the character of the local environment
- [Ensure good design and quality of new housing and associated environment together with necessary supporting infrastructure](#)
- [Ensure consideration is given to the public health impact of every development](#)

#### Other

- Continue to manage our Council homes efficiently
- Continue to work to prevent homelessness
- Consider the impact of an aging population and help elderly people retain their independence and remain in their own homes

<b>Our priority projects for 2016-17</b>	<b>Lead Portfolio</b>	<b>Service Area</b>
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Investigate developing the rear of the Town Hall	Housing and Property	Property Services
Commence Wadderton Park development	Housing and Property	Property Services
Build out Palmerston Park and Birchen Lane	Housing and Property	Property Services
Develop homelessness strategy	Housing and Property	Housing
Promote community land trusts and neighbourhood plans	Housing and Property	Housing
Work with partners to develop a strategy for an aging population	Housing and Property	Housing
Work with private landlords <a href="#">to bring empty homes back into use and improve housing standards</a>	Housing and Property	Private Sector Housing
Seek HCA funding for new developments	Housing and Property	Housing
Adopt masterplan supplementary planning document north west Cullompton urban extension 16/17	Planning and Economic Regeneration	Planning
Adopt masterplan supplementary planning document Area B Tiverton eastern urban extension 16/17	Planning and Economic Regeneration	Planning
Produce a design guide for the district (NB not proposed 16/17, 17/18 is probably more realistic as a project.)	Planning and Economic Regeneration	Planning
<a href="#">Private Sector Housing Renewal Policy</a>	<a href="#">Housing and Property</a>	<a href="#">Private Sector Housing</a>
<a href="#">Empty Homes Action Plan including Devon Partnership</a>	<a href="#">Housing and Property</a>	<a href="#">Private Sector Housing</a>
<a href="#">Cosy Devon and Central Heating Fund projects to alleviate fuel poverty</a>	<a href="#">Housing and Property</a>	<a href="#">Private Sector Housing</a>

## PRIORITY 3: COMMUNITY

### **Over the next four years we will:**

Aim 1 – Work with local communities to encourage them to support themselves

- Work with health partners and community groups to provide a stronger voice for health and wellbeing throughout the District
- Support local communities to retain and develop their local facilities and services

Aim 2 – Work with Town and Parish Councils

- Ensure that town and parish councils have access to the advice they need to carry out their functions legally and efficiently and are supported to take on County and District Council services where appropriate

Aim 3 – Promote physical ~~increase~~ activity, ~~and promote~~ health and wellbeing

- Ensure the financial sustainability of our Leisure Centres
- Introduce “Trimtrails” across the District
- ~~Support the Devon Youth Games, w~~Working with schools and community groups to encourage young people to participate in sport and other physical activity
- Actively promote the facilities that are available in our District for health and wellbeing such as walking (footpaths, open spaces and parks) and cycle paths
- Work with partners such as Devon County Council, the National Health Service and other partners on the public health agenda to address health inequalities
- Develop cultural, sport, leisure and heritage facilities with activities that benefit the entire District

Other

- Help people access our services digitally
- Embrace opportunities that devolution may bring
- Support our food businesses and outlets to achieve good food safety practices

<b>Our priority projects for 2016-17</b>	<b>Lead Portfolio</b>	<b>Service Area</b>
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Develop new income streams for leisure centres	Community Well Being	Leisure
Delivery of the first trim trail and investigate others across the District	Community Well Being	Public Health
<del>Trial a locality budget of £500 per Member and consider whether this should continue in future years</del>	<del>Leader</del>	<del>Community Development</del>
Continue to work on digital inclusion and digital transformation projects to help people access our services digitally	Community Well Being	Customer First and IT
<u>Actively support the Devon Youth Games for 2016</u>	<u>Community Well Being</u>	<u>Leisure</u>
<u>Monitor the food rating system and assist businesses in achieving the highest standards – scores on the doors targets</u>	<u>Community Well Being</u>	<u>Environmental Health</u>
<u>Mid Devon Public Health Strategy</u>	<u>Community Well Being</u>	<u>Public Health</u>
<u>Public Health Action Plan</u>	<u>Community Well Being</u>	<u>Public Health</u>

## PRIORITY 4: ENVIRONMENT

### Over the next four years we will:

Aim 1 – Increase recycling and reduce the amount of waste ~~going to landfill~~

- Provide a high standard waste and recycling service for the benefit of all households
- Reduce the amount of residual waste produced
- Work to deliver a recycling rate greater than 60%
- Work with businesses, especially pubs and restaurants, to encourage recycling to improve business efficiency and reduce commercial waste going to landfill
- Increase understanding of environmental sustainability and recycling initiatives through education and promotional activities

Aim 2 – Reduce our carbon footprint

- Seek new ways to improve our operational efficiency, reducing energy use and lowering our carbon footprint
- Continue to promote energy saving initiatives
- Continue to research/promote “green” initiatives which can be installed in ~~council~~-homes and which can help to reduce fuel poverty/improve energy efficiency and sustainability

Aim 3 – Protect the natural environment

- Look after our heritage assets by managing designated conservation areas, protecting listed buildings and monuments, and preserving trees that are important
- Protect the natural environment and encourage biodiversity
- Prosecute dog fouling and littering to ensure the cleanliness and attractiveness of our public realm and open spaces for all residents
- Improve air quality through action planning

<b>Our priority projects for 2016-17</b>	<b>Lead Portfolio</b>	<b>Service Area</b>
Finalise the review of the Local Plan and submit it for inspection	Planning and Economic Regeneration	Planning
Introduce a littering patrol team	Environment	Street Scene
New waste and recycling depot – temporary and permanent	Housing and Property Services	Property Services and Waste
Reduce residual household waste by 10%	Environment	Waste & Recycling
Introduce waste education and enforcement policy e.g. compulsory recycling	Environment	Waste & Recycling
Reduce the net cost of the waste collection service by 20%	Environment	Waste & Recycling
Agree waste treatment saving sharing mechanism with Devon County Council	Environment	Waste & Recycling
Generate 10,000 customers on chargeable garden waste service	Environment	Waste & Recycling
Undertake a review of the street cleansing service to improve the District	Environment	Street Scene
<u>Expand the ECO Starts initiative to include MDDC fleet</u>	<u>Environment</u>	<u>Environmental Health</u>
<u>Low emissions Partnership</u>	<u>Environment</u>	<u>Environmental Health</u>
<u>Air Quality Action Plans</u>	<u>Environment</u>	<u>Environmental Health</u>