



Council Plan

2024 - 2028

www.southderbyshire.gov.uk

Welcome to our Council Plan



We are excited and proud to introduce you to the South Derbyshire District Council Plan for 2024–2028.

This plan is about delivering the best for our residents, customers, and communities with the support of our partners and dedicated employees. Fundamental to this is being a Council that will listen to you and put you at the heart of everything the Council does.

When developing this plan, we have listened to feedback from our Elected Members, employees, partners and key stakeholders and have used this information to determine what is most important for us to deliver.

We recognise the importance of collaboration and working with a wide and diverse range of partners, faith, community, and voluntary based organisations, to support the Council in delivering the priorities and aims outlined in our plan.

You will see within the plan we are very clear on our four priorities: to Shape our Environment, Drive our Economy, Support our Communities, and Transform our Council. We will work on all four priorities with the same commitment and resolve to make a real and sustained positive impact for our residents, customers, and partners.

The Council is committed to addressing our environmental and climate impact and to making sustainability central to how we work. We have pledged to take local action through the development of practices and policies, with an aim of achieving net-zero carbon status by 2030, and to protect, enhance, and extend biodiversity in the District. The Council also places great importance on protecting and preserving our heritage and landscape to ensure that it will continue to be enjoyed by everyone.

We will continue to be transparent about our progress on our Council Plan and to showcase our successes. We will share our journey through regular reports that will be published on our website for all to see, and continually ask for feedback. We understand the importance of this to shape our current and future approach.



Councillor Robert Pearson
Council Leader



Dr Justin Ives
Chief Executive

Vision and Values

Our vision for the next four years is to:
Work together to shape our environment,
drive our economy and support our communities.

We have served our communities with a true passion to deliver high quality public services. As the Council reaches its 50th year milestone on the 1st April 2024, our passion and commitment to continue to serve our communities remains.

The Council has 7 values that describe how we work to achieve our vision:

Our employees have developed these values to represent how services are delivered and the standard for how we interact and communicate to ensure that the needs of our customers are met.

Our values are:

- Working together: Working as a team to serve our residents.
- Accountability: Taking ownership of the service that we deliver.
- Respect: We value and listen to each other.
- Fairness: Offering equal opportunities for all.
- Being Responsive: We have a 'can do' attitude and respond to the needs of others quickly, positively and appropriately.
- Innovative: Looking for new solutions.
- Excellence: Delivering our services to the highest possible standards.

These values are embedded into everything we do.



About South Derbyshire



South Derbyshire, located in the centre of England, covers an area of 112 square miles, adjoining the City of Derby to the north, Burton on Trent to the west, and Ashby-de-la-Zouch to the east.

It includes the rolling countryside to be found in the valleys of the Rivers Trent and Dove, with historic settlements, including Melbourne, Ticknall, and Repton, and the market town of Swadlincote. A significant part of the District is rural, which attracts visitors and people seeking relaxation or a good work-life balance.

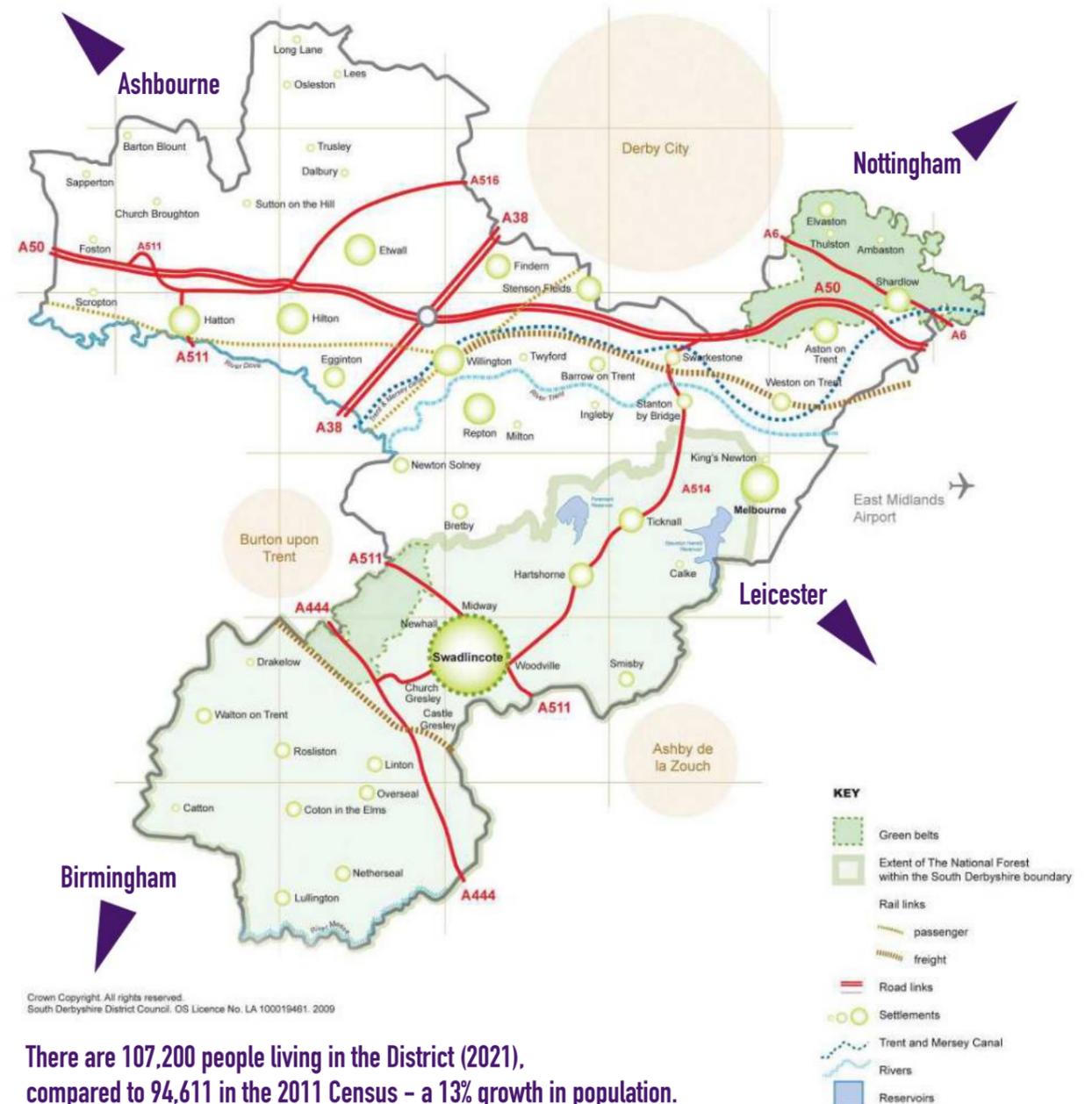
The main population and employment centre of the District is Swadlincote, with a population of some 40,000. New housing development has led to a rapid growth in the District in recent years, and the construction of further homes is anticipated. Other sizeable settlements include the attractive Georgian town of Melbourne and the villages of Hilton, Hatton, Repton, and Willington.

The National Forest is at the heart of South Derbyshire and is a key asset to the District, a unique national initiative to create a new forest in what was one of the least wooded areas of the country. In the last 25 years, over 9 million trees have been planted, creating an attractive environment and quality of life. Around one third of the National Forest is within the District of South Derbyshire.



South Derbyshire Heart of the National Forest

For many years, the District has been the fastest growing in Derbyshire and is currently one of the fastest growing in England outside of the South-East.



There are 107,200 people living in the District (2021), compared to 94,611 in the 2011 Census – a 13% growth in population.

57% of people live in an urban area and 43% of people live in a rural area of the District (ONS).

The total population of the District is forecast to be 120,342 by 2028 (ONS).

ONS - Office for National Statistics.

Priority: Shape our Environment

A sustainable future adapting to and mitigating climate change to deliver our net zero commitments so that future generations can thrive.



Our communities will benefit from the work that we do to protect our environment.

We will lead by example, use our influence, our assets, our purchasing power, and our people to show how we can make a real difference through promoting and championing our fantastic natural environment in the District.

Our key aims to deliver this priority are:

We will work with partners, key stakeholders and our communities to tackle climate change and strive to become carbon neutral by 2030.

How will we know we have achieved this?

- We will have delivered our Climate Change Strategy and Climate & Environment Action Plan.

Improve our waste and recycling service performance.

How will we know we have achieved this?

- We will have reduced residual household waste and maximised our resources, including a separate food waste collection.



Improve biodiversity in the District and meet our ecological commitments.

How will we know we have achieved this?

- We will implement an Ecological Action Plan and Green Space Strategy to protect, enhance and extend woodland and green spaces in the District.
- Our adopted Local Plan includes viable policies that will increase biodiversity and support a net zero South Derbyshire in addition to specific policies to provide the necessary infrastructure and high-quality walking, cycling routes and public transport.

Optimise use of the Council's assets and land.

How will we know we have achieved this?

- Our land will be well maintained and well-used.
- Our buildings are fit for purpose and contribute positively to meeting our carbon reduction targets.

Key facts and figures



During 2022-2023 the Council's carbon emissions were 2,074 tonnes carbon dioxide equivalent. This is a 16.8% reduction on compared to 2018/2019.

The Council have bid for and received funding of **£10.4 million** which has been invested into carbon reduction projects.



At the end of 2022-2023, **395kgs** of household waste (per head of population) was collected by the Council.



At the end of 2022-2023, **43%** of collected waste was recycled and composted.



Green Flag Award status achieved for 4 parks.

We manage four large urban parks covering an area of more than 15 hectares, together with the 30-hectare urban forest park of Swadlincote Woodlands. In addition, we manage over 60 hectares of public open space which includes local nature reserves, wildlife areas, football pitches, eight allotment sites and large areas of common land.



Rosliston Forestry Centre is a 144-acre site located at the heart of the National Forest and is a mix of woodland and meadow, ponds and play areas. It provides a hub for environmental education.



Priority: Drive our Economy

A thriving economy and place that has jobs, skills, education, infrastructure, and opportunity.



We will support our local economy in an inclusive and sustainable way to create a thriving place to live and work where people and business have the opportunities to innovate, invest and provide great jobs.

Our key aims to deliver this priority are:

Create an environment where a diverse range of new and existing businesses may maximise their potential.

How will we know we have achieved this?

- We will have provided business support to new and existing businesses.
- Our adopted new Local Plan will accommodate the employment space needs in our District.

Improve the employability, prosperity and skills prospects of our residents.

How will we know we have achieved this?

- Unemployed residents gaining confidence and skills to improve their chances of finding employment.

Raise the social mobility of young people within the District.

How will we know we have achieved this?

- Young people will be supported in realising their aspirations and become more mobile.

Enhance and attract inward investment in Swadlincote town centre.

How will we know we have achieved this?

- Development, adoption and implementation of a town centre master plan for Swadlincote which includes improved leisure provision.



Key facts and figures



South Derbyshire has the highest percentage of private sector employment (manufacturing/transport/logistics supply chain) in the County, at 88.4%.

66% of visitors would recommend Swadlincote Town Centre as a place to visit.



83% of  people in South Derbyshire are economically active – higher than the Great Britain average.



Ten large businesses make up 0.3% of all enterprises, but employ thousands of workers, and include household names such as JCB, Nestlé and Toyota.

Most of the businesses in South Derbyshire are small businesses (approximately 90%.)



460 new business start-ups post pandemic.

South Derbyshire has been twinned with Toyota City in Japan since 1998 and work together for mutual benefit in the areas of economy, environment, education, culture, and sport.

South Derbyshire's unemployment rate is 2.3% which is **1.4% lower** than the unemployment rate for England (3.7%) as at December 2023 (ONS Claimant Count)



Priority: Support our Communities

People and communities are supported to live safely, healthily and independently.



We will work with our partners to provide our communities with choice and access to achieve the standard of life and health that they want to achieve through promoting positive health and well-being and empowering people to have independent and fulfilling lives.

Our key aims to deliver this priority are:

Improve the health and well-being of our communities.

How will we know we have achieved this?

- Working with partners to improve the health and well-being provision across the District that supports the needs of our communities.
- Residents' physical activity levels will increase.
- Incidents of anti-social behaviour, nuisance, and environmental crime will reduce.
- Delivery and support of a diverse range of events and activities for residents and visitors to enjoy.

Support the most vulnerable people in our communities.

How will we know we have achieved this?

- Interventions to keep families out of fuel poverty and protect against housing related health and safety risks.
- Safeguarding people living with abuse, harm and neglect.
- Having a multi-agency approach to identify and support those who are vulnerable.

Provide access to affordable housing.

How will we know we have achieved this?

- The availability of social and affordable housing provision is increased and quality enhanced.



Key facts and figures

13,500 people in the District undertake no physical activity (15%)



47.6% of South Derbyshire residents describe their health as very good.



Our residents are increasingly spending more time walking for leisure.



There are 45,239 households in South Derbyshire.



The private rental sector has increased from 5.5% to 14.7%.

The Local Plan sets out a five-year supply of housing sites to meet the needs of our growing District.



South Derbyshire is in the top 3 safest places to live in Derbyshire.



Priority: Transform our Council

Providing modernised, high performing, value for money and customer focused services.



We will continue to deliver high quality, value for money services that are available and accessible to our customers when they are needed. We will listen to feedback and use this to shape how we utilise technology and deploy our resources to improve the services we provide directly or in partnership with others.

Our key aims to deliver this priority are:

Ensure our services have the right resources, are modern, responsive, efficient, and effective.

How will we know we have achieved this?

- We listen, make changes and continuously improve the way we do things based on the feedback from customers and comparing ourselves to others.
- Our digital and customer transformation plans are delivered, meaning customers can connect with us and use our services easily.
- We are recognised for excellent customer service.

Effective management of services ensuring financial resilience.

How will we know we have achieved this?

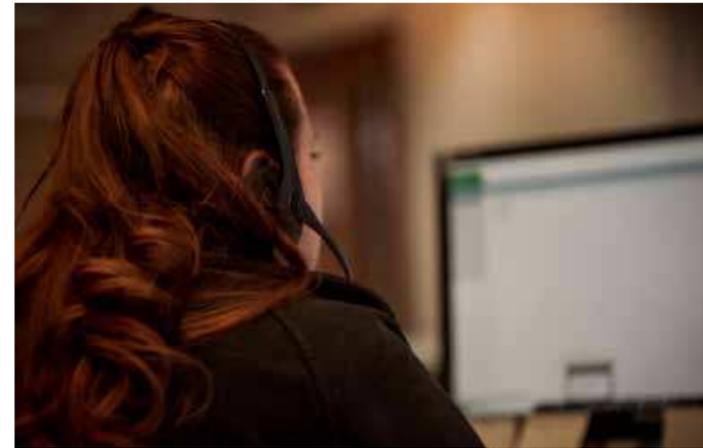
- Delivering this Council Plan whilst balancing our budget and reducing predicted future budget gaps.
- Continuing to secure improvements in the delivery of services.

Promote South Derbyshire locally, nationally, and internationally.

How will we know we have achieved this?

- Participate fully with the emerging EMCCA (East Midlands Combined County Authority).
- Delivering our People Strategy and becoming an employer of choice.
- Approving our Local Plan in collaboration with Derby City and Amber Valley Councils.
- Our achievements are recognised across the East Midlands and beyond.

Key facts and figures



The number of telephone calls received by Customer Services during 2022-2023, was

85,197



During 2022-2023,

8,253

people spoke to Officers face to face to resolve their query.

This has reduced from 31,986 in 2019-20.



During 2022-2023, the Council's Facebook and X followers continued to increase with 40,216 Facebook fans and 12,468 X followers (formerly known as Twitter.)

Engagement via the Council's social media channels continues to grow.

The Council's website received

1,021,937

hits during 2022-2023, of which 65% of were made via a mobile phone.



Shape our Environment

Drive our Economy

Support our Communities

TRANSFORM OUR COUNCIL

Reporting Performance

We will demonstrate, over the next four years, how we are progressing against the priorities and aims which are detailed in this Council Plan. Progress on the Plan will be reported to our residents, Elected Members and to our staff on a quarterly and annual basis.



Obtaining alternative versions of this document

If you would like this document in another language, or if you require the services of an interpreter, please contact us. This information is also available in large print, braille, or audio format upon request.

General enquiries: Call 01283 595795 or visit www.southderbyshire.gov.uk/contact

Jeśli chcieliby Państwo otrzymać ten dokument w innym języku lub potrzebują Państwo usług tłumacza, prosimy o kontakt. Informacje te są również dostępne na życzenie w wydaniu dużym drukiem, w alfabecie brajla lub w wersji audio.

如果你需要这份文件的中文翻译，或者需要传译员的帮助，请联系我们。这些数据也备有大字体印本、盲人点字和录音带，欢迎索取。

ほかの言語でこの文書をご希望の場合、もしくは通訳サービスをご希望の場合はご連絡ください。

またこの情報は、ご要望により大きなプリント、点字版、また音声形式でも承っております。

यदि आपको ये दस्तावेज किसी दूसरी भाषा में चाहिये, या किसी टुभाषिये की सेवाओं की जरूरत है तो हमें सम्पर्क करने की कृपया करें। ये जानकारी माँग करने पर बड़े अक्षरों, ब्रेल या आडिओ के रूप में भी उपलब्ध करवाई जा सकती है।

ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਦਸਤਾਵੇਜ਼ ਕਿਸੇ ਦੂਸਰੀ ਭਾਸ਼ਾ ਵਿਚ ਚਾਹੀਦਾ ਹੈ, ਜਾਂ ਕਿਸੇ ਦੁਭਾਸ਼ੀਏ ਦੀਆਂ ਸੇਵਾਵਾਂ ਦੀ ਲੋੜ ਹੈ ਤਾਂ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰਨ ਦੀ ਕ੍ਰਿਪਾ ਕਰੋ ਜੀ ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕਰਨ ਤੇ ਵੱਡੇ ਅੱਖਰਾਂ, ਬ੍ਰੇਅਲ ਜਾਂ ਆਡਿਓ ਦੇ ਰੂਪ ਵਿਚ ਵੀ ਉਪਲੱਬਧ ਕਰਵਾਈ ਜਾ ਸਕਦੀ ਹੈ।

اگر آپ یہ ڈاکیومنٹ کسی اور زبان میں چاہتے ہوں، یا اگر آپ کو کسی ترجمان کی خدمات درکار ہوں، تو براہ کرم ہم سے رابطہ کریں۔ درخواست کرنے پر یہ معلومات بڑے پرنٹ، بریل یا آڈیو فارمیٹ میں بھی دستیاب ہیں۔



South
Derbyshire
District Council

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