



Blaby District Plan 2021-2024

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Introduction

Welcome to our Blaby District Plan for the period 2021 to 2024 which sets out how we, with support from our close partners, will ensure that Blaby District is a place where people are happy to live, work and visit. We want to build and maintain vibrant communities, where people are safe and healthy, businesses are successful and offering quality employment, and where opportunities exist to develop our local attractions for the benefit of all. We want Blaby District to be a place with excellent services and outstanding public spaces for everyone. We want all of our residents to have access to great opportunities and be able to live healthy, safe, independent successful lives.

We aim to put the customer at the heart of everything that we do which is why in drafting this plan, we have listened to residents, community leaders, businesses and staff and this document reflects their ambitions and priorities.

This Blaby District Plan has been developed against the difficult backdrop of the global COVID pandemic and we acknowledge that our residents and businesses face additional challenges because of this. We will continue to support our communities and the business economy on the road to recovery. We will innovate and transform our own services by working differently and, we will support the incredible work that has taken place within communities by local groups over the past twelve months. We want to increase the sense of wellbeing in the district by delivering on our ambitions around walking and cycling and, we will be clear about how we will continue to invest in the green spaces within our district.

Growth within the district will be carefully planned, meaning the right housing in the right places based on the needs of our residents and, we shall focus on delivering well against our climate change ambitions which will be championed at every level and, in every service.

Thank you for taking time to help us develop and shape this plan, we will continue to do all we can to support the overall vision to enable Blaby District to flourish.

Cllr Terry Richardson



Jane Toman



Our Vision

Blaby District is made up of thriving and vibrant communities where people are happy to live, work and visit.

Blaby Stakeholder, Beat The Street

Fosse Fox

Braunstone Community Life

Blaby staff member

Rapid Covid Testing

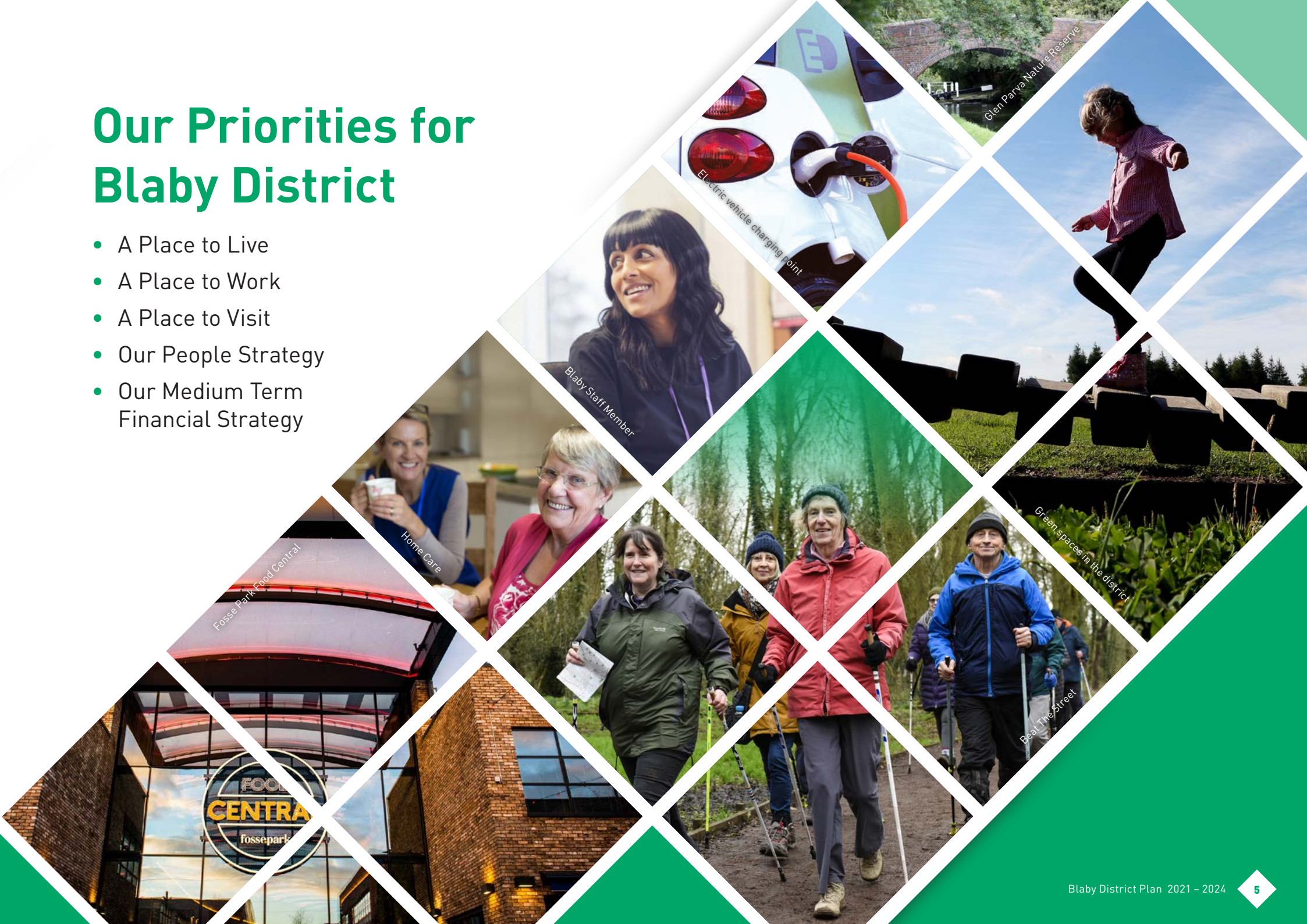


Our Values

- Put the customer at the heart of everything that we do
- Listen, learn and make a positive difference
- Build and maintain strong partnerships to meet the needs of the district
- Be ambitious, creative and resourceful

Our Priorities for Blaby District

- A Place to Live
- A Place to Work
- A Place to Visit
- Our People Strategy
- Our Medium Term Financial Strategy



About the District

- Population is 101,526 (ONS 2019 est.)
- There are good transport links to M1, M69, Railway Station with routes to Birmingham and Leicester and easy travelling distance to 2 major airports
- The average house price in the District is £249,050 (HM Land Registry: January 2021)
- Leicestershire is the 26th Healthiest Area in the UK (ONS Health Index for England 2015-2018)
- Unemployment is currently 3.9% in the District (ONS Claimant Count: February 2021.)
- Blaby is ranked as the 281st least deprived district in England (out of 317). (DHCLG: English Indices of Deprivation 2019)
- Ethnicity – 11.5% of residents identify as from a Minority Ethnic Group
- There are approximately 43,440 households in Blaby District
- The Roman Centre of England, known as High Cross, is situated at the junction of Watling Street (A5) and The Fosse Way
- The district covers 129km²
- There are 39 councillors who represent 18 Wards in the District
- Fosse Shopping Park is one of the busiest out-of-town shopping centres in the country attracting 11 million shoppers a year
- The Motto of the Coat of Arms for Blaby District is – ‘In Terra Divitiae’ - In The Earth Riches
- The district traces its origins to the Blaby Poor Law Union, which was founded in 1834.



Blaby District... A place to *live*

Strong, healthy, safe, sustainable communities where the most vulnerable are supported.

We will:

- **Deliver our Climate Change Strategy and champion the Green Agenda in all we do**

- Continue to reduce our own carbon footprint
- Encourage residents and businesses to embrace the green agenda and implement green initiatives
- Champion environmentally friendly travel

- **Deliver the right housing in the right places**

- Agree a Local Plan for Blaby District
- Aim to deliver all new housing in accordance with the Blaby Growth Plan
- Deliver housing of a type and tenure that people within the district need

- **Work in partnership to keep our communities safe and healthy**

- Continue to ensure the success of the Community Safety Partnership
- Support Health partners to provide a holistic and preventative joined up service to residents
- Promote and deliver health and physical activity programmes

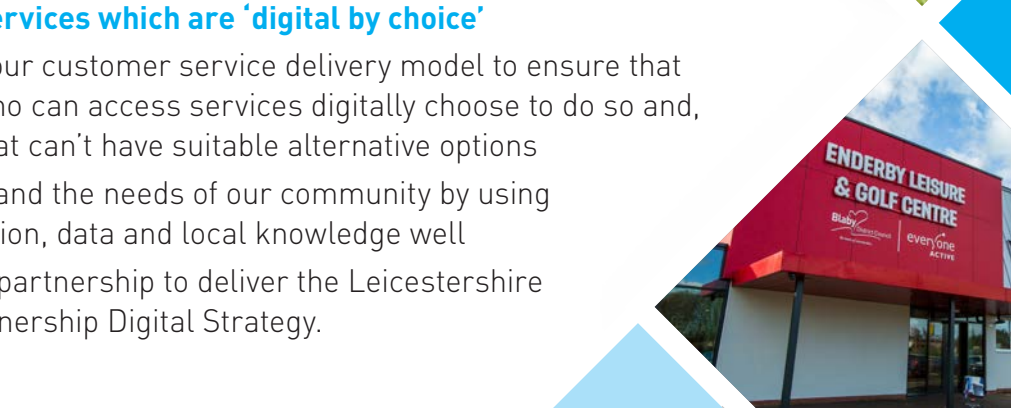
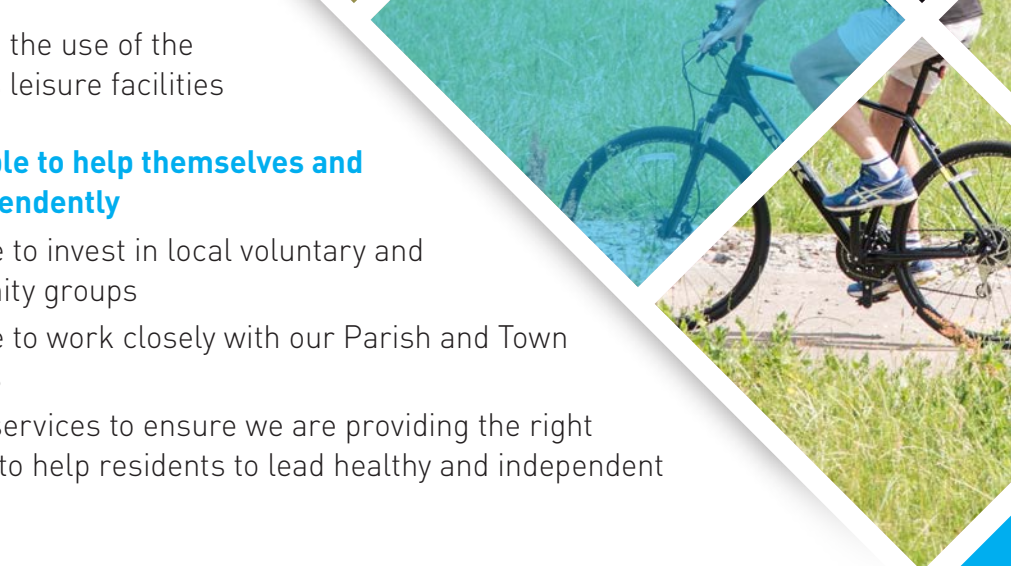
- Promote the use of the district's leisure facilities

- **Help people to help themselves and live independently**

- Continue to invest in local voluntary and community groups
- Continue to work closely with our Parish and Town Councils
- Review services to ensure we are providing the right support to help residents to lead healthy and independent lives

- **Deliver services which are 'digital by choice'**

- Review our customer service delivery model to ensure that those who can access services digitally choose to do so and, those that can't have suitable alternative options
- Understand the needs of our community by using information, data and local knowledge well
- Work in partnership to deliver the Leicestershire ICT Partnership Digital Strategy.





Blaby District...

A place to *work*

A thriving, prosperous, innovative local economy with a skilled and healthy workforce contributing to the local community.

We will:

- **Support businesses in our district, encourage investment and growth and respond to evolving challenges that they may face**
 - Provide support to businesses to aid recovery from the COVID19 pandemic
 - Review, relaunch and deliver the agreed Economic Development Strategy to help create a sustainable and vibrant economy that works for all
- **Work with partners to deliver accessible, local employment and training opportunities**
 - Keep local businesses informed and encourage them to provide opportunities supported by government such as apprenticeships and training
 - To continually review and enhance our offer to businesses through the support supplied by our business hub
- **Promote a healthy workforce and work places across Blaby District**
 - To work with key partners to deliver an integrated works and skills service
 - Work closely with partners to ensure that opportunities arising from the new prison project are realised
- **Promote 'think local' in everything that we do**
 - Support local business with advice, guidance and signposting
 - Support stakeholders to maintain and enhance their local amenities
 - Encourage businesses to work with their local communities to be socially accountable in their planning and operations.

Blaby District... A place to *visit*

A strong leisure and tourism sector and well maintained and accessible attractions available in the local area encourage visitors to the district.

We will:

- **Promote Blaby District as a tourism destination**

- Support the delivery of the Blaby District Tourism Growth Plan
- Play an active part in the Blaby District Tourism Partnership
- Deliver strategic projects that enhance the district and encourage people to visit
- Work with groups and businesses that manage historic sites and green spaces to provide the infrastructure to enhance their places.
- Support stakeholders to encourage promotion of their sites

- **Continue to promote and focus on our ambitions for Walk / Ride Blaby District**

- Improve options for travel for leisure and work
- Consider innovative ways to help contribute to the improvement of air quality and traffic congestion
- Encourage and promote use of Blaby District footpaths and cycle ways

- **Provide desirable, accessible green spaces for our visitors and communities**

- Develop, agree and commence delivery of a Green Space Strategy
- Maintain our green spaces to benefit residents and visitors
- Promote green spaces as a contribution to the health and well-being of visitors and residents
- Improve and enhance wildlife and biodiversity.





Our People Strategy

Ensuring that Blaby District Council remains a great Place to *work*

We will:

- **Transform the way we work as we recover from the Covid19 pandemic**
 - Ensure that all employees have the equipment and training to do their job well
 - Continue to improve communication with staff and Members
 - Promote positive working practices which support good health and wellbeing
 - Ensure fair treatment for all
- **Support our staff and Members through the delivery of the transformation of services**
 - Transform the 'Way We Work' to ensure the best outcomes for customers
 - Provide training to further develop skills and knowledge, keeping up to date with new developments
- Put the right tools and resources in place to help to improve and deliver services
- **Promote and champion Blaby District at every level to ensure the best outcomes for our communities**
 - Work with partners to deliver services in new and innovative ways
 - Lead on and share services where it is the right thing to do for residents and staff
 - Promote the Council as an employer of choice to ensure that we attract and retain the best employees and members.

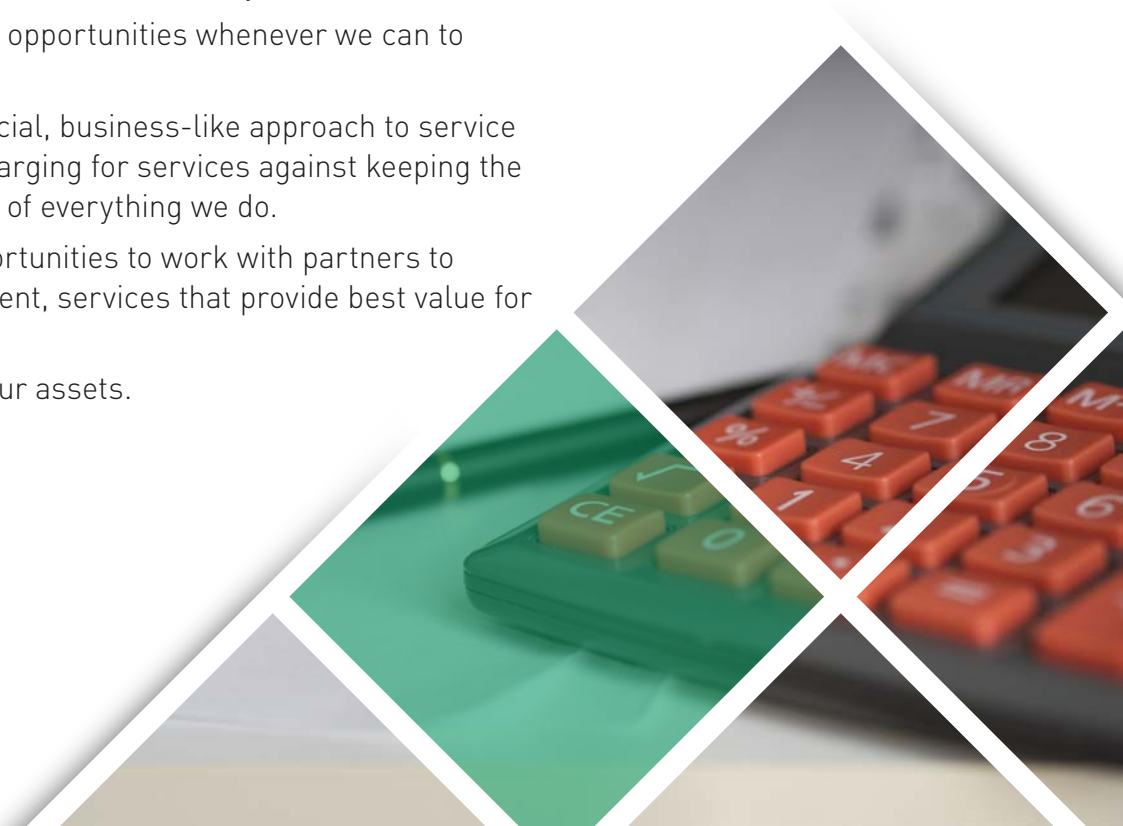


Our Financial Plans

Medium Term Financial Strategy

We will:

- Continue to monitor and manage income and expenditure, delivering sustainable services, placing Blaby District Council in the best financial position possible
- Seek new, innovative ways of maximising income or reducing costs in order to support service delivery
- Seek external funding opportunities whenever we can to enhance our services
- Encourage a commercial, business-like approach to service delivery, balancing charging for services against keeping the customer at the heart of everything we do.
- Actively consider opportunities to work with partners to deliver effective, efficient, services that provide best value for the residents.
- Maximise the use of our assets.



Contact Us

This document can be made available on request in other languages and formats (large print, Braille or audio tape) by contacting:

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The document is also available on our website: **www.blaby.gov.uk**

