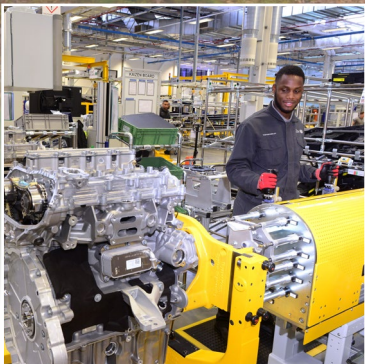
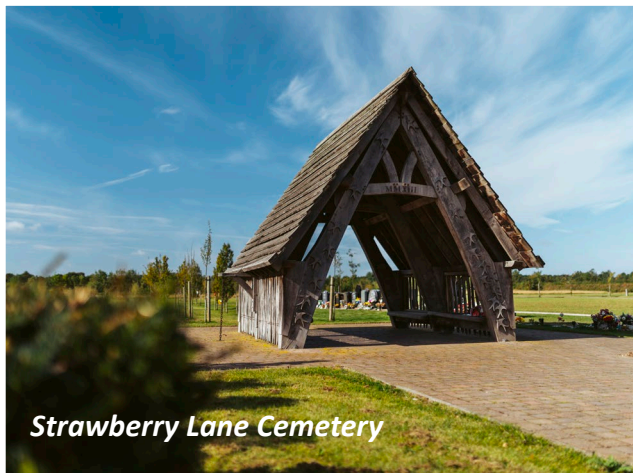


South Staffordshire Council Plan 2020-2024





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*Front cover images: Engine Manufacturing Plant at JLR i54 South Staffordshire, Oakwood Gardens in Wombourne, JLR i54 South Staffordshire, Codsall Community Hub. Main Picture: Kinver Edge
Back Cover: Baggeridge Country Park*

Welcome to our Council Plan for 2020-2024. This plan outlines the strategic direction of the Council and sets out our vision and priorities for the next four years. Over the following pages you can find out more about how the Council will shape and sustain communities and continue to provide value for money services.

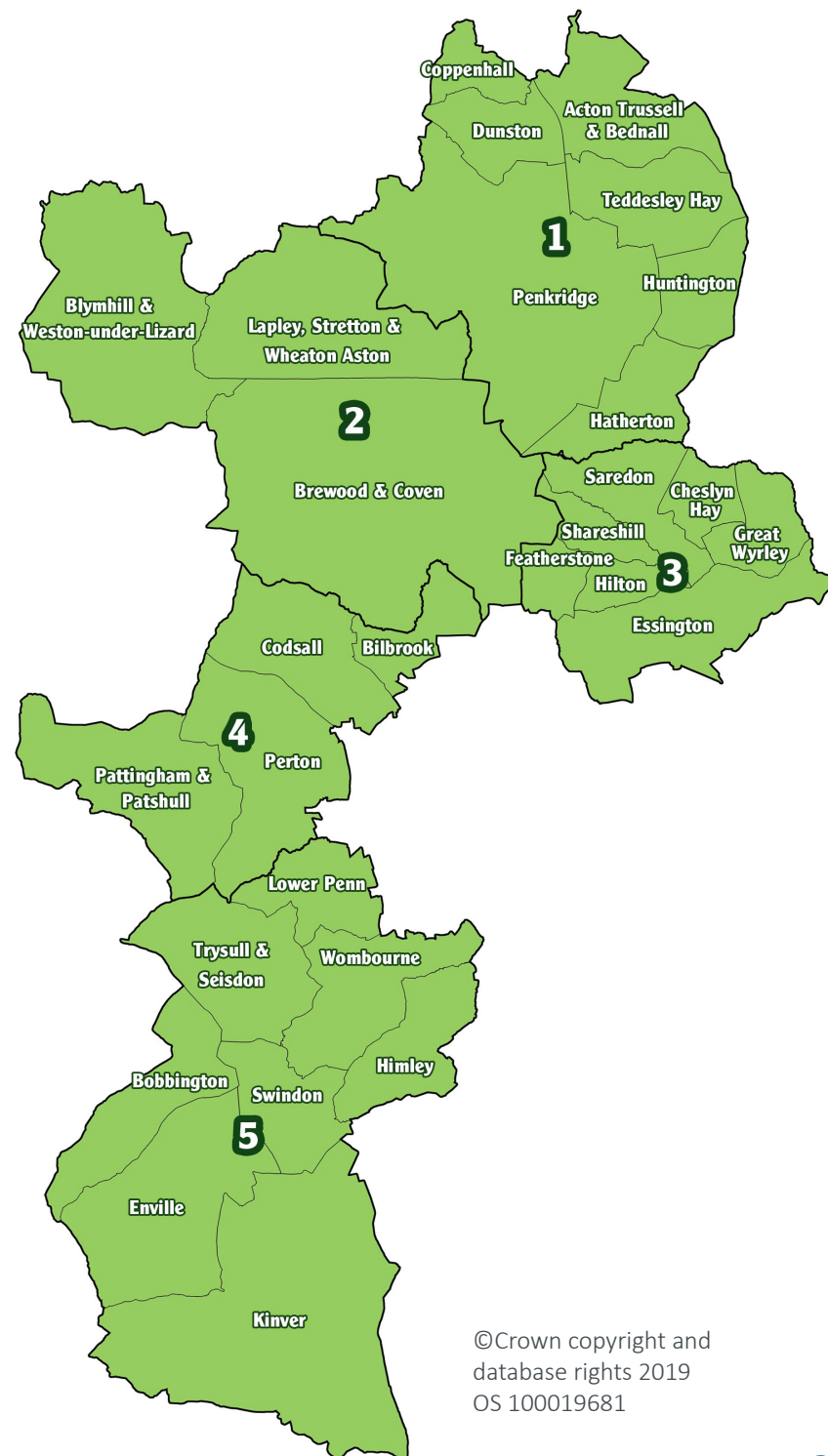
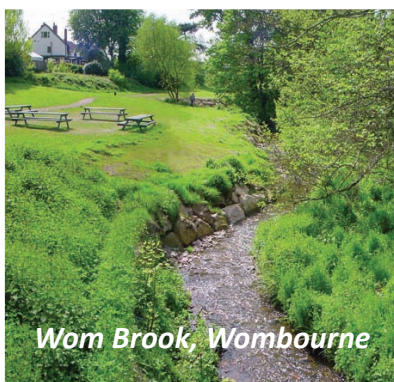
South Staffordshire is a place where people choose to live. They do so because of its attractive villages, countryside and open spaces. The low crime rates mean it's a safe place to bring up a family or retire to - a place where being involved with your community adds to a feeling of wellbeing.

This predominantly rural district borders the western edge of the West Midlands Conurbation, Shropshire, Worcestershire and neighbouring Staffordshire authorities. Small hamlets and large villages make up the district and there is no central town. The district divides into five localities broken down further into 25 Wards and 27 Parishes.

With this Council Plan, we aim to build on our strong foundations and continue to be a place where our residents are proud to live as well as a place where people want to come to work. The district is recognised for its economic contribution to the wider region and it's important that we encourage growth and investment so South Staffordshire is a place where businesses can start, grow and prosper.

Councillor Brian Edwards MBE
Leader of South Staffordshire Council
December 2019

Our District



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South Staffordshire is resident to around 111,900 people. When compared to England, South Staffordshire has a lower proportion of children aged under five, under 16 and people aged 16-64. There is, however, a higher proportion of residents who are aged 65 and over.

The overall population of South Staffordshire is projected to increase in the next 10 years by 3%, with a significant growth in people aged 65 and over (19%) and aged 85 and over (47%). The rate of increase in the number of older people in South Staffordshire is faster than the England average and equates to 6,600 additional residents aged 65 and over by 2027.

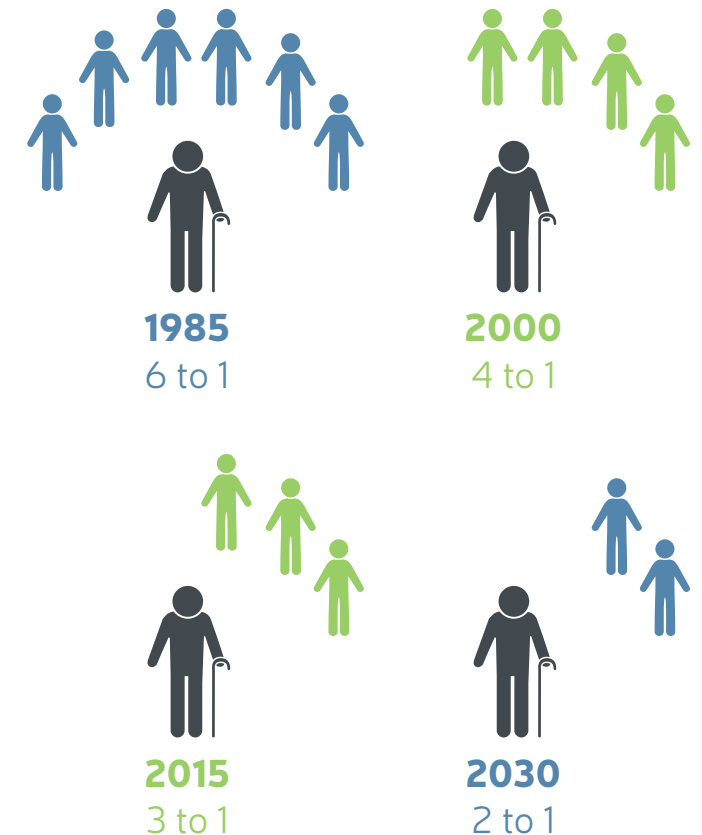
Overall life expectancy of South Staffordshire residents is higher than the national average; men are expected to live until the age of 81 and women until the age of 84. The healthy life expectancy of residents living in South Staffordshire however, is 66 years of age; this in conjunction with the predicted increase in the number of people over 65 in the next 10 years will have increased implications on health and social care provision.

Currently, the percentage of South Staffordshire residents on the dementia, diabetes and hypertension registers is higher than the national average and similarly for adult and child obesity.

Our People



Trends in dependency ratios for older people in South Staffordshire



Whilst retaining its unique character, South Staffordshire has seen changes to its physical environment over the last 10 years. Much has been achieved and the district is shaping up to meet the needs of local people and businesses.

In the last decade, the district has strengthened its employment land portfolio significantly. i54 South Staffordshire is recognised as a nationally significant employment site that has created around 2,700 jobs so far. Work has also started on a western extension to the site that will see further expansion of 24 hectares, bringing increased inward investment to the district. However, South Staffordshire is not just about the big names. The district has a predominance of micro, small and medium-sized businesses to. The Council's high quality employment land portfolio also includes sites at Hilton Cross and Four Ashes.

South Staffordshire is known for its collection of villages. Balancing the need for new homes and jobs, whilst protecting the Green Belt, has not been without its challenges. The review of the Local Plan is now well underway, and is focused on listening to the concerns of residents about the impact of development on local services and facilities.

Recognising what is needed and how the Council can plan positively for the changes to come will be challenging but worthwhile to make sure South Staffordshire remains a great place to live, work and visit.

Our Place



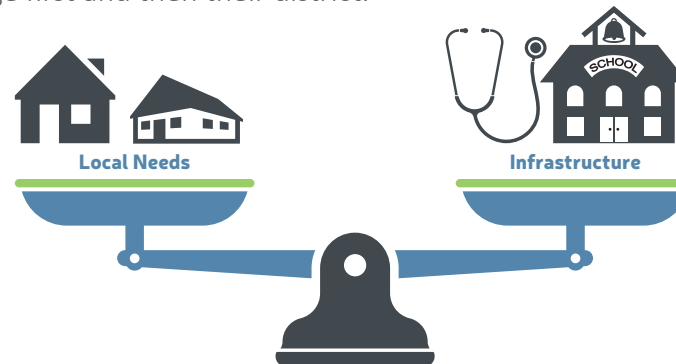
Our Vision

“Shaping South Staffordshire’s future”

To help shape its vision for the future, over the last 12 months the Council has attended over 60 community events across the district to find out what is important to residents, what they love about South Staffordshire and what they would like to change.

There were some key district-wide messages highlighted throughout the community consultation process:

- South Staffordshire is a place where people choose to live, which ties in with the results of the Council’s Annual Resident Survey (2018) where 91% of residents said that South Staffordshire is a good place to live.
- Villages have remained unspoilt by progress. That’s not to say that there hasn’t been any progress - but rather that the progress that has taken place has been dealt with sensitively and sympathetically in line with the overall characteristics of the district.
- There is strong support for affordable housing and improved job prospects, so children are able to afford to live in the district and stay local to parents and grandparents.
- In conjunction with development, lies infrastructure, which is a growing concern of communities and the reason why the Council is proposing an infrastructure-led Local Plan.
- It is important to residents that the distinctiveness of villages is retained as, first and foremost, residents identify themselves with their village first and then their district.



Himley Hall Park



Apprenticeships



Our Plan

“Shaping South Staffordshire’s future”

Prosperous Communities

Purpose	Outcomes
<ol style="list-style-type: none"> 1. Provide business friendly services through locality community hubs to enable businesses to set up and grow. 2. Attract inward investment. 3. Deliver economic growth through property acquisitions and commercial developments. 4. Support Economic growth through quality planning management. 5. Provide support to people to overcome barriers to employment. 	<ol style="list-style-type: none"> 1. Businesses stay, grow and relocate to South Staffordshire. 2. Secured investment opportunities. 3. New business and commercial openings made available. 4. Developers obtain planning permission for new businesses, industrial units and infrastructure that are in line with the local plan. 5. Residents contributing to the local economy.

Key Enablers:

Growth Plan, Workforce Development Plan, Community Hub, Asset Strategy, Local Plan, Commercial Strategy

Vibrant Communities

Purpose	Outcomes
<ol style="list-style-type: none"> 1. Improve the health and wellbeing of people by providing excellent leisure facilities. 2. Provide a quality environment that we can all be proud of. 3. Work with our communities and developers to bring forward new housing opportunities. 4. Lead, engage and support our communities through the locality + programme. 5. Utilise digital technology to enhance resident access and achieve service efficiencies. 	<ol style="list-style-type: none"> 1. Healthier residents due to increased physical activity rates. 2. Clean streets and countryside. 3. Right houses in the right places. 4. Strong community engagement. 5. Residents will be able to self-serve and efficiency savings are achieved.

Key Enablers:

Local Plan, Housing and Homelessness Strategy, Leisure Investment Plan, South Staffordshire Community Lottery, Waste Strategy

Delivered through:

Financial Stability

Embracing Technology

Flexible and Skilled Council

Working with our
Communities

Create a Business and
Community Hub



Localities⁺



Trust • **Transparency** • **Pride** • **Listening to People** • **Positive Relationships**

Our Delivery

Strong Finances • Strong Communities • Strong Council

Financially self-sufficient

Service - Locality focused

Agile and adaptable

Financial Stability	Embracing Technology	Flexible and Skilled Council	Working with our Communities	Create a Business and Community Hub
 <ul style="list-style-type: none"> • Assets • Land purchases • Good financial management • Business growth and support • Council Tax and Business Rates 	 <ul style="list-style-type: none"> • Self Service • My Account • Digital enablement • Caring for customers 	 <ul style="list-style-type: none"> • Agile working • Adaptable and innovative workforce • Workforce Development Strategy • Community leadership and Member engagement 	<p>Localities⁺</p> <ul style="list-style-type: none"> • Building Better Opportunities • Local Plan • Wellbeing of our residents • Maintaining a rural and sustainable environment • Member Community Champions 	 <ul style="list-style-type: none"> • Supporting businesses • Generate income • Modern facilities • Working in partnership • Community focused service

Working in Partnership

By working together in partnership across a broad spectrum of public, private and voluntary organisations, the Council will focus on the key issues for the district so that communities age well, have a thriving economy and the district remains a safe place to live, work and visit.

Driving Economic Prosperity



- Raising aspirations through a business and school partnership.
- Maximising sustainable investment with the Stoke-on-Trent and Staffordshire Local Enterprise Partnership and the Black Country LEP.
- Facilitating business breakfast meetings.
- Continuing to promote the Building Better Opportunities Programme to residents.

Providing a special place to live



- Working with Parish Councils and Staffordshire County Council to strengthen three-tier local government working.
- Developing a Locality Deal with businesses, Parishes and residents.
- Developing our Local Plan with a range of partners.
- Delivering our Growth Agreement with Staffordshire County Council.
- Working with our housing partners to build homes that meet local needs.

Enhancing Health and Wellbeing



- Working with Primary Care Networks and local partners through social prescribing.
- Growing South Staffordshire Lottery for the Voluntary and Community sector.
- Striving for Parish Councils and businesses to be dementia friendly.
- Delivering the Let's Work Together sessions.
- Working with the Police to ensure South Staffordshire remains a safe place to live.

Caring for the Environment



- Responding to the Climate Change Emergency declared by the Council.
- Raising the environmental awareness of our residents with the support of Parish Councils and Friends Groups.
- Working with the Police to tackle unlicensed scrap metal collectors, fly-tipping and abandoned vehicles.
- Delivering the joint Municipal Waste Management Strategy through the Staffordshire Waste Management Board.

Our Budget

Prosperous Communities



We are about to invest **£7.9 million** in our Community and Business Hub, in order to increase partnership working, improve services and generate more income.



We own **£30 million** in value of industrial estates that generate **£2 million** in rental income per annum, and employ local people.



We enable our residents to access **£18 million** of Housing Benefit.



We allocate **£760,000** of help to people to stay in their own homes by making essential renovations.

We spend **£440,000** on helping our most vulnerable people gain access to work

Vibrant Communities



We spend **£2.7 million** on maintaining four high quality leisure centres and Baggeridge Country Park. This is matched by Leisure income and receipts.

We spend **£190,000** looking after our Green Flag parks and open spaces.



We spend **£80,000** reducing enviro-crime across the district e.g. fly-tipping.



To ensure waste is efficiently collected and effectively recycled we spend **£2.7 million**



We spend **£800,000** on keeping South Staffordshire streets tidy, and our grounds maintained.





South Staffordshire Council



To find out more about
South Staffordshire

Tel: 01902 696000

www.sstaffs.gov.uk