



## OUR VALUES



### Pride in Charnwood

We take pride in our work and our borough and are ambitious for the future.



### Working Together

We work together with pace and positivity as one council and in partnership with others.



### Customer Focused

We listen to our customers and are focused on delivering excellent services.

## Leader's introduction



I am proud to present this Corporate Strategy for Charnwood Borough Council which sets out our aims and ambitions for the next four years.

We will help keep our borough clean and green while leading the local charge to a net-zero future.

We will help deliver homes the borough needs while investing in our own properties.

The Council will also create a prosperous local economy that benefits everyone, and we will support communities.

All this will be built on a foundation of high-performing, efficient and effective services.

In this difficult and challenging local government financial landscape, we will manage our budgets carefully and we will not become another Council to spend beyond its means.

The Council will continue to be at the heart of our communities in Charnwood and we will work with residents, communities, local businesses, the voluntary and charity sector, and partners to achieve our ambitions.

Elected members and employees of the Council will work tremendously hard



to deliver excellent services for our communities.

We will continue to support and develop the Council workforce and attract the best talent to maintain our high performance. We will utilise technology and digital services so people can access our services when it suits them.

However, residents will always be able to talk to us directly, either by phone or in person.

Through the life of this Corporate Strategy, the Council will ensure Charnwood is a place where people, communities, and businesses can thrive.

Cllr Jewel Miah

Leader of Charnwood Borough Council



## Effective & Efficient Council

We recognise the Council is here to serve our communities and we are proud to do so. We will deliver efficient and effective services and our aim is to get it right first time.

We will:

- deliver excellent services and achieve value for money through regularly reviewing how we work
- embrace technology to make our services more efficient, saving time, money, and improving customer service
- maintain the personal touch and people will always be able to talk to us face to face or on the phone
- closely manage our budgets and performance and ensure governance arrangements remain strong
- continue to develop a culture of high challenge and high support
- communicate and engage with residents, businesses and stakeholders
- explore all options for service delivery to achieve the best results for our communities
- reduce our carbon footprint, increase efficiency and explore income generating opportunities aligned with our core values





## Environment & Climate Change

The breathtaking landscapes of Charnwood are among the borough's greatest strengths and why so many people enjoy living, visiting, and working here.

We will:

- lead local communities to tackle climate change including reducing our own impact on emissions
- continue to care for over 600 acres of open spaces under Council control, including the award-winning Queen's Park in Loughborough and historic Outwoods
- preserve open spaces for future enjoyment
- support the creation of more electric vehicle charging points
- encourage and help homes become more sustainable
- maintain high-quality waste and recycling services for a cleaner borough
- keep the streets clean and tidy
- collaborate on effective flood schemes for community and environmental resilience





# Homes & Communities

We recognise there is a need for more homes in Charnwood and the Council has a key role to help deliver them.

Others also play a significant part. Government set the planning rules and developers build the homes, however, we will influence through our Local Plan and other policies.

The Council will also continue to work with, and support, our local communities to drive improvements for all.

We will:

- invest in Council homes to raise standards and improve energy efficiency
- make applying for Council homes a faster and simpler process
- improve our sheltered accommodation schemes

- look for opportunities to build or acquire new homes and help tackle homelessness
- help disabled people adapt their homes, to improve their quality of life.
- play a role in managing the local private rental sector
- support local community projects through our outreach officers and community grants.
- work in partnership with other agencies to tackle anti-social behaviour and make communities safer
- ensure diversity and inclusivity are celebrated in the borough
- manage our leisure services, open spaces and sports facilities to support residents' health and wellbeing





invest  
in**CHARNWOOD**  
be at the centre of innovation

## Economy & Growth

We are focused on maximising economic opportunities which benefit everyone and continue to foster economic growth across the whole of Charnwood.

We will:

- deliver over £40 million of investment by working with partners on Loughborough Town Deal
- deliver over £4 million of investment through the UK Shared Prosperity Fund which will improve communities, support local businesses and improve skills
- adopt a robust Local Plan which will deliver homes, economic growth and protection of open spaces
- support town centre regeneration and attract investment for jobs
- focus on initiatives for business growth
- preserve our heritage, support tourism and strengthen district identity
- increase visitor numbers through events at the Town Hall, Museum, and Fairs
- support local companies through advice, regulation, and national funding opportunities



# Charnwood - the borough

Population information from 2021 Census.

Economic Activity Information from LLEP Economic Profile of Charnwood 2022

## Population



**184,000**

↑ 17,900  
since 2011

## Religion



Christian	41.5%	Buddhist	0.3%
Hindu	6.7%	Jewish	0.1%
Muslim	3.1%	Other	0.5%
Sikh	1.1%	No religion	40.7%

## Ethnicity



White Asian, Asian British or Asian	82.3%
Welsh	12.4%
Mixed or Multiple ethnic groups	2.5%
Black, Black British, Black Welsh, Caribbean or African	1.5%

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Over 65	18.7%
16-65	64.4%
15 & under	16.8%

**AGE**

## Economic activity



**86.3%**

of people are economically active.  
Above the national average

## Homes



17.4% rented privately in 2021  
69.8% owned their home

## Size of the borough



108 sq miles  
279 sq km



**Charnwood Borough Council, Southfield Road, Loughborough, Leicestershire LE11 2TR**

**This information is available in different formats. Please call, 01509 634705**