This year we agreed our new Corporate Strategy which sets out our priorities for the next four years (2016 to 2020) and shifts some of our emphasis to preparing for the future growth of the District.

The annual plan for 2016/17 presents the key priorities for the first year of the four year Corporate Strategy focusing on Environment and Place; Strategic Growth and Infrastructure; Economic Development; Health and Communities; Finance and Performance and our overall strategy and direction, including key partnerships.

The Braintree District is set to grow significantly over the coming decades. People are living longer and more people are moving into the area so we need more homes to meet the demand, more jobs, more investment and more opportunities for everyone who lives and works in the District.

Like many organisations in the public sector we have had to tighten our belts, but through prudent financial management we are in a good position to tackle the challenges ahead and we will use resources available to invest in key services and the District.

This year we are committed to ensuring our parks and play areas are maintained, the District is kept clean, affordable homes are available and support is available for vulnerable people. We will continue to encourage residents to lead healthier lives by making the most of our excellent leisure facilities and the green open spaces and parks available to them within our District.

We will also work with partners to reduce congestion on our roads, support our local businesses and apprenticeship schemes; build employment sites and premises and continue the ‘10p after 3pm’ car parking initiative to support our town centres.

We have aligned our budgets to support the delivery of these outcomes and to ensure the District is a good place to live and work.

Welcome to Braintree District Council’s Plan for 2016/17

Councillor Graham Butland
Leader of Braintree District Council

Nicola Beach
Chief Executive
In 2016/17 we will:

**Minimise Waste**
- Expand the recycling waste service to all flats where suitable and introduce food waste recycling at participating primary schools within the District
- Expand our Trade Waste collection service to businesses across the District
- Work with other Essex councils on waste minimisation campaigns to reduce residual waste

**Maintain green spaces**
- Refurbish two play areas at Goldingham Drive, Braintree and Milton Avenue, Braintree to improve local play provision
- Repair and resurface the path network to our open spaces, sports grounds and cemeteries in Braintree and Witham providing a better and safer environment for visitors

**Reduce energy consumption and carbon emissions**
- Help residents and businesses lower the costs of their energy bills and reduce energy consumption through our energy switching schemes

**Keep the District clean**
- Encourage residents to take pride in the District by reporting litter hot spots and litterbugs under the "see-it, report-it" initiative
- Run a change in behaviour campaign to reduce litter and keep the District clean and tidy

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**Vision/Outcome**
A sustainable environment and a great place to live, work and play

**Strategic Growth and Infrastructure**

**Vision/Outcome**
A well connected and growing District with high quality homes and infrastructure

**In 2016/17 we will:**

**Develop a Local Plan**
- Produce a draft Local Plan to ensure new homes, sustainable growth and economic development for the District

**Increase the number of homes**
- Support the development of planning applications relating to the delivery of major sites in the District

**Provide affordable housing**
- Help make sure the housing needs of the District are met over the next 5 years

**Support sustainable transport and infrastructure links**
- Work with partner agencies to continue to drive forward strategic improvements to the A12/A120 and the Braintree to Witham rail link
- Work with Essex County Council to reduce congestion at Springwood Drive roundabout
In 2016/17 we will:

**Provide employment sites and premises**
- Complete a programme of improvements to key industrial estates and business parks to support business growth and attract investment to the District

**Provide support to help businesses start and grow**
- To strengthen business engagement by delivering a programme of events in collaboration with Essex Chambers of Commerce
- Support 77 business start-ups in conjunction with IGNITE

**Develop educational attainment and skills**
- Support the establishment of a District education and skills board to address educational attainment and employment skills needs within the District

**Support our economy**
- Work with a range of partners and stakeholders to improve the three town centres in the District

**Secure broadband links**
- Maximise superfast broadband coverage across the District by working with Superfast Essex

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**Economic Development**

**Vision/Outcome**
A prosperous District that attracts business growth and provides high quality employment opportunities

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**Health and Communities**

**Vision/Outcome**
Residents live well in healthy and resilient communities where residents feel supported

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**In 2016/17 we will:**

**Protect the Vulnerable**
- Improve the living conditions, access to services and the health and wellbeing of vulnerable people on low incomes

**Improve services to meet the needs of the older people in the District**
- Run a winter warmth campaign to provide advice to residents on improving energy efficiency to help keep warm during the winter months

**Encourage independent and resilient communities**
- Work towards making the District dementia friendly through the work of our Braintree District Dementia Action Alliance
- Support community groups to deliver local projects and activities through the introduction of a Councillor Community Grant Scheme

**Expand access to services for young people**
- Engage with young people by developing a young person’s on-line forum helping them to have a voice on topics and concerns that affect them
In 2016/17 we will:

**Review services and processes to ensure they continue to provide value for money**
- Continue to review how we deliver our services ensuring we provide value for money and focus our resources on what is important to those living and working in our District

**Strengthen the council’s financial independence**
- Develop commercial opportunities to generate income and identify further opportunities for income growth
- Use our Investment Strategy to maximise income and strengthen the Council’s financial independence, supporting our ability to invest in the District

**Improve performance in services that are a priority for customers**
- Improve customer focused services by delivering a programme of continuous improvement and achieve the Customer Service Excellence Standard for the third year

**Improve access to services through the use of technology**
- Improve our services through the use of technology to make sure they are easy and convenient to use

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**Overall strategy and direction**

**Vision/Outcome**
Delivering better outcomes for residents and businesses and reducing costs to taxpayers

In 2016/17 we will:

**Achieve greater local control of decisions**
- Continue to work in partnership with other Essex Authorities and other public and private sector organisations to develop devolution proposals for Essex to achieve greater local control of decisions and funds to deliver better outcomes for residents and businesses across the County and District.

- Develop our strategic partnerships with public, private and voluntary organisations to provide excellent and cost-effective services
  - Contribute to the work of the Essex Waste Management Partnership to lower collection and disposal costs across Essex
  - Work with other local authorities in Essex to establish a building control shared service across the county which will deliver higher standards of customer service, retain and attract staff and reduce costs
  - Drive forward economic growth and infrastructure improvements in the District and surrounding areas by continuing to work with the Haven Gateway Partnership
  - Work with Essex County Council, Highways Agency and other Essex District councils on the options for the new A120 route
  - Continue to work with key partners including neighbouring councils on the strategic planning for the housing and economic growth required in the District to support the work in the new Local Plan
  - Develop and deliver a District Investment Strategy that invests in improved and new infrastructure, economic growth and regeneration projects and new health facilities to meet the needs of the District now and in the future
Measuring Success

In addition to the projects and actions described in this annual plan we also measure these indicators which focus on some of our broader priorities.

<table>
<thead>
<tr>
<th>Description</th>
<th>2015/2016</th>
<th>2016/2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Environment and Place</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The percentage of land that falls below cleanliness standards for litter</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Percentage of household waste sent for reuse, recycling and composting</td>
<td>60%</td>
<td>60%</td>
</tr>
<tr>
<td>Tonnage of residual household per household waste not recycled</td>
<td>396kgs</td>
<td>395kgs</td>
</tr>
<tr>
<td>The percentage of accessible non-hazardous fly tips on public land cleared within 24 hours of being reported</td>
<td>100%</td>
<td>100%</td>
</tr>
<tr>
<td>Number of fuel poverty and domestic energy reduction installations carried out</td>
<td>New indicator</td>
<td>275</td>
</tr>
<tr>
<td><strong>Strategic Growth and Infrastructure</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of affordable homes delivered**</td>
<td>70</td>
<td>76</td>
</tr>
<tr>
<td>Number of homes granted planning permission</td>
<td>New indicator</td>
<td>-</td>
</tr>
<tr>
<td><strong>Economic Development</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of new business start-ups in the District created in partnership with Ignite Business</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td>Number of jobs created through business advice and support</td>
<td>110</td>
<td>87</td>
</tr>
<tr>
<td>Percentage of the District on high speed broadband connection ***</td>
<td>New indicator</td>
<td>-</td>
</tr>
<tr>
<td><strong>Health and Communities</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of Disabled Facilities Grants processed</td>
<td>New indicator</td>
<td>-</td>
</tr>
<tr>
<td>Total number of visits to our leisure facilities</td>
<td>997,500</td>
<td>1,063,580</td>
</tr>
<tr>
<td>Number of passenger journeys on the Community Transport Scheme ****</td>
<td>61,000</td>
<td>56,763</td>
</tr>
<tr>
<td>Number of people taking up new activities across the District</td>
<td>New indicator</td>
<td>-</td>
</tr>
<tr>
<td><strong>Finance and Performance</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average call answer time in the Customer Service Centre</td>
<td>15 seconds</td>
<td>13 seconds</td>
</tr>
<tr>
<td>Time taken to process housing benefit/council tax benefit new claims</td>
<td>18 days</td>
<td>17.27 days</td>
</tr>
<tr>
<td>Time taken to process housing benefit claim changes</td>
<td>6 days</td>
<td>5.17 days</td>
</tr>
<tr>
<td>Percentage of stage 1 complaints responded to within target</td>
<td>90%</td>
<td>TBC</td>
</tr>
<tr>
<td>Collection rate for</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Council Tax</td>
<td>98%</td>
<td>98.26%</td>
</tr>
<tr>
<td>• Business Rates</td>
<td>98.5%</td>
<td>98.78%</td>
</tr>
<tr>
<td>Percentage of invoices paid within 30 days of receipt</td>
<td>98.50%</td>
<td>99.13%</td>
</tr>
</tbody>
</table>

** The number of affordable homes delivered is targeted at providing 400 affordable homes over a four year period.
*** This is a two year target to be delivered by Superfast Essex.
**** The target has been lowered to reflect the withdrawal of the shopper bus in April 2016 following the introduction of the Demand Responsive Transport Scheme, and to recognise the general reduction in passenger journeys throughout 2015/16.

Comments and Feedback

We always welcome comments, suggestions and feedback (critical or otherwise) on our plans and in the way we write our documents and communicate them.

- You can e-mail our Customer Service Centre at csc@braintree.gov.uk.
- You can drop written comments off at one of our main offices:
  - Braintree – Causeway House, Halstead Library or Witham Library
- You can telephone our Customer Service Centre on 01376 552525.
- You can speak to your local Councillor who will be able to pass your comments back if you wish. Contact details for your Councillor can be found on our website: www.braintree.gov.uk

- Stay in touch with us via Twitter and Facebook
  - Braintree District Council
  - @braintreeDC

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