

Place and Growth
Directorate
2023/24
Giorgio Framaliccio – Director
Place & Growth

Place and Growth
Director's key area of
focus and oversight

Emerging Community
 Vision, Corporate
 workforce strategy etc

Corporate Priorities (1-6)

1. Enriching lives
2. Safe, Strong
Communities
3. A Clean and Green
Borough
4. Right Homes, Right
Places
5. Keeping the Borough
Moving
6. Changing the way we
work for you

- Corporate leadership
- Finance oversight
- Partnerships
- Highways and Transport – drive the delivery of an improvement programme for the service.
- Contracts and Procurement – Promote a strong commissioning and contract management environment and culture, provide strategic oversight to the procurement of key contracts with a focus on providing value for money (and savings), customer service and corporate and community outcomes
- Commercialisation / income. Maximise commercial and income generating opportunities
- Key Projects / Programmes - Provide strategic oversight of, provide linkages and maximise opportunities of key projects and programmes (including):
 - Waste Strategy
 - Local Plan , Local Transport Plan.
 - Climate change
 - South Wokingham – delivery
 - Housing (finance, resources, contracts).
 - Community safety and protect
 - Gorse Ride Regeneration

Planning

Local Plan
Update

Action & Aims

- Agreement of new planning strategy to deliver sustainable development to 2040. Identification of new development allocations to ensure robust land supply that meets development needs, supported by infrastructure improvements.
- Introduction of ambitious, updated policy to respond to climate change emergency, biodiversity protection etc.
- Master planning of key strategic locations identified in the plan.
- Consistency with and delivery of other key strategic plans (i.e. health and wellbeing strategy, housing strategy, local transport plan etc.)
- Planning links to Health, Active Travel decarbonisation, funding infrastructure and potential transport improvement schemes to provide quality sustainable and attractive development.

Priorities:
1,2,3,4,5

Review of Community Infrastructure Levy (CIL)

Review necessary in parallel to Local Plan Update and to respond to consideration/introduction of any National Infrastructure Levy by Government. Delivery of other key strategic plans (i.e. health and wellbeing strategy, housing strategy, local transport plan etc.)

1, 2, 3, 4, 5

Neighbourhood Development Plans

Plans led by parish/town council will latter procedural stages undertaken by WBC.
WBC required to provide technical support to parish/town council.

1, 2, 3, 4, 5

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Strategic Development Locations (SDLs)

Ensuring continued progress of development at existing SDLs allocated in the adopted Local Plan through timely delivery and implementation of planning permissions for home homes, services and infrastructure.

1, 2, 3, 4, 5

Major Roads Contract: Southern Distributor

Completion of key new infrastructure in parallel to new SDL delivery.

1, 5

Environment & Safety

Delivery of New Recycling Strategy

Action & Aims

- Change to the way residual waste and recycling is collected in the borough. Residual waste and recycling will be collected on alternate weeks and food waste will continue to be collected weekly.
- To reduce waste and increase recycling.
- To steer through new government waste and recycling requirements and plan their integration and make the case for any potential “additional burdens” to DEFRA
- Reduce carbon emissions.
- Reduce fees paid for waste.
- Enhance contract management and maximise contract opportunities.

Priorities:
3, 6

Achieve Domestic Abuse Housing Alliance (DAHA) accreditation

Implement changes needed to improve our response to domestic abuse in line with the Domestic Abuse Housing Alliance standards.

1, 2,4, 6

WBC approach to implementing Biodiversity Net Gain (BNG)

The Environment Bill will mandate BNG into the planning system from November 2023. WBC are in the process of establishing its approach to the delivery of BNG as well as monitoring of BNG unit provision

1, 2, 3, 4

[∞]Dinton Pastures and California Country Parks business case/plan

To enhance the customer experience and to consider new income generating ideas which complement the offer'?

1, 3, 5, 6

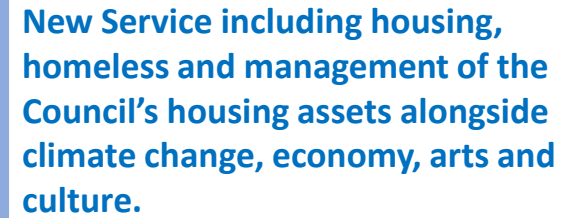
Tree Strategy & Planting of additional trees in the borough

Implement the tree strategy for the borough setting the direction for protection of existing stock of trees and planting of new trees including Covid memorial wood. CO2 reduction - Climate change funded scheme Appointment of PM. Commencement of project & action plan.

1, 3, 6



**Economic
Development
& Growth**



**New Service including housing,
homeless and management of the
Council's housing assets alongside
climate change, economy, arts and
culture.**

Ukrainian/Afghan Refugee Accommodation

Secured funding to deliver 17 dwellings for Ukrainian and Afghan refugees through the Local Authority Housing Fund for completion in Q4 2023.

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1,2, 4

Housing Strategy and sub-strategies

1. Issue a new Housing Strategy and Action Plan for Q4 2024
2. Issue a new Young People's Housing Strategy and Action Plan for Q4 2024
3. Developing a Homelessness and Rough Sleeping Strategy and Action Plan for implementation in 2024

1, 2, 4

Affordable housing delivery on s106 sites

1. Delivered primarily through our RP partners. Projected affordable housing delivery is expected to increase to 250 in 2023/24 compared with 106 in 2022/23. This is due to a number of sites having delayed delivery (which were originally planned to deliver in 2022/23).
2. New RP Partnership in place with 9 RPs with an agreement for them to help deliver Council's key housing priorities

1, 2, 4

Specialist housing delivery -
ASC/Learning Disabled and
Mental Health
Accommodation delivery
programme

To continue to develop more
fit for purpose accommodation
for learning disabled and
mental health service users
through Phase 2 of specialist
accommodation delivery -
resulting in cost savings on
care and support.

1, 2, 4

Specialist housing delivery –
Children’s/Young People’s
Accommodation delivery
programme

Seaford Court to be
progressed as an additional
scheme for young people
pending key needs data from
Children Services in tandem
with the Young People’s
Housing Strategy. This follows
on from the delivery of the
London Road scheme in
2021/22.

1, 2, 4

Homelessness accommodation
funded through the
Government’s Rough Sleeping
Strategy, Homes England,
DLUHC, Home Office

A funding bid for 4 dwellings
has now been submitted to
purchase more dwellings for
young people through the
Single Homelessness
Accommodation Programme
(SHAP). Expected to find out if
successful in June 2023.

1, 2, 4

Re-organise housing services as part of the new Economy and Housing division.

Increase efficiency and reduce costs to ensure a sustainable financial future for housing services

Extend prime repairs and maintenance contracts and lay the ground for a longer-term procurement.

Consult on senior management structure
June '23

New management structure in place

September '23, plus initial changes at team level
Further changes to reflect analysis of workloads, customer journeys and IT opportunities ongoing

Change delivery model for community engagement with corporate colleagues
Complete the council-run temporary accommodation at Grovelands, Oxford Road.
Procure temporary accommodation from the private sector.

Review and implement changes to service charge setting and collection

Complete contractual arrangements for two-year extension with reading Borough Council
Procurement strategy for longer-term contract agreed

Climate emergency
action plan (CEAP)
and next steps.

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1,2,3,5,6

- Fourth CEAP progress report to Council in September. Report on carbon savings, present a costed-up plan when possible and provide the Borough's plan to become net-zero carbon by 2030.
- Produce and support the delivery of the Borough's vision for a 2030 as a net zero Borough.
- Produce an Adaptation Plan. Provide the council with information to inform new policies, and actions to be ready for the impacts of climate change.
- Deliver decarbonisation schemes to reduce private and commercial buildings emissions, including Solar Together, Social Housing decarbonisation Fund etc
- Actively applying for government funding to support the CEAP decarbonisation projects, including the Public Sector Decarbonisation Scheme, the Low Carbon Skills Fund
- Design a Comms and Engagement Plan for Climate Change to encourage internal and external engagement around the Council's CEAP.
- Produce a decarbonisation offer to advice and support businesses to minimise their emissions and achieve savings

Economic Development and Skills

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1,2,3,5,6

- Business engagement:
 - define and implement a programme of business support for our Town Centres and Business Parks
 - consolidate and enhance business engagement activity to support wider council priorities in partnership with other services
 - improve and extend the reach of business facing communications and promotion of the Borough through dedicated newsletters and case studies
- Encourage inward investment by supporting new companies
- Support the vitality of the town's three main town centres through developing networks, events, and other projects and by the engagement of a dedicated Town Centre Development Officer
- Gather and analyse business intelligence and data to enable effective planning of strategies and policies
- Support the development of economy related policies for the Local Plan Update, including employment land allocations, employment and skills plans, digital infrastructure enabling.
- Write a project plan for a new Economic Development Strategy for the Borough to encompass developmental work around the 2050 vision and corporate plan
- Implementation of the Berkshire wide Digital Infrastructure Strategy
- Maximise the local economic and employment benefits of the expanding film/TV sector, through the work of the Berkshire screen industries employment skills Board
- Ongoing development and delivery of Employment and Skills Plans linked to major developments in the Borough.
- Ongoing employment and skills initiatives to support residents into employment - in conjunction with other services and agencies.

Arts & Culture

UK Shared Prosperity Fund - Plan and deliver a 'Year of Culture' for delivery starting in 2024/25

Cultural Education Partnership - Develop a Cultural Education Partnership to Increase opportunities for children and young people to access high quality arts and cultural activity with a focus on inclusion, health and wellbeing.

Creative Social Prescribing: - Pilot initiatives with a range of target participants and partners with the aim of developing ongoing programmes.

Public Realm: Develop and deliver public realm projects engaging communities in the design process securing public realm improvements working with professional artists and communities. Supporting social cohesion. Reduce anti-social behaviour. Deliver community-based arts and health/social prescribing .

Arts & Culture Forum - Develop a non-Council led group comprising of those from the local business sector and arts charities/organisations with the aim of facilitating cross sector partnerships and the delivery of initiatives for mutual benefit, and primarily, communities across the Borough.

Highways & Transport

Action & Aims

- Manage and maintain a safe highway network.
- Improve Contract Management to enable efficiencies through key contracts.
- Improve the customer journey.
- Sustainable transport, active travel and meeting the climate emergency.
- Savings and efficiencies.

Local Walking and
Cycling
Implementation
Plans (LCWIP) for the
borough

Active travel
improvements as part
of the successful
Active Travel Fund bid
for the £3.5million
Woodley ATF scheme

Review and enhance
Highway and
Transport services

Major Roads
Contract:
Southern Distributor

Adopted.

Link to LTP/Local
Plan.

Further Public
consultation on a
revised detailed
scheme.
Approval of detailed
scheme.
Delivery of detailed
scheme.

Keeping the Borough
Moving.
Improve customer
journey.
Improve efficiency.

Completion of key
new infrastructure in
parallel to new SDL
delivery.

1,2,3 & 5

1,2,3 & 5

5 & 6

1, 2 & 5

