

Stafford Borough Council's Corporate Plan 2025/26 to 2028/29

Our Vision:

To be an effective Council that promotes a growing economy, strong, healthy communities and a sustainable environment.

Priority 1 - Prosperous Economy

What we want to achieve (our objectives):

1. A prosperous economy where the workforce has the skills to drive growth to benefit our communities.
2. Vibrant town centres that are the focus for economic, cultural and community life.

How we will deliver this:

1. Complete the delivery of our ambitious regeneration schemes to transform Stafford town centre.
2. Work with our partners to develop a new Economic Growth Strategy with a compelling and dynamic vision for the future of the Borough's economy.
3. Promote the Borough as an excellent place to do business and invest.
4. Develop a pipeline of economic projects that attract funding from the private sector and government investment.
5. Prepare a new Local Plan that identifies sites for homes, including affordable housing, with good infrastructure, land for employment, protection of our green spaces and policies that reduce the impact of climate change.

Priority 2 - Communities and Wellbeing

What we want to achieve (our objectives):

1. A safe and secure place to live for local people, including social housing for those who need it.
2. The opportunity for local people and communities to enjoy healthy lifestyles by providing good leisure and cultural services.
3. A reduction in health inequalities and greater equality and inclusion.
4. A safe and cohesive Borough

How we will deliver this:

1. Work towards delivering council owned social housing that contributes to meeting the needs of the local authority as recognised by the new Housing Strategy.
2. Reduce and prevent homelessness and rough sleeping, by delivering the commitments set out in the new Homelessness Strategy 2025 and commit to reducing the number of households in B&B accommodation.

3. We will work towards everyone having a home that meets their needs, and is conducive to a healthy living environment, providing adaptations where appropriate.
4. Review how Leisure, Culture and Heritage provision can promote healthy empowered communities.
5. Promote health in all we do and encourage opportunities for participation, engagement and wellbeing.
6. Develop a Community Wellbeing Strategy to set out the delivery of community safety and health and wellbeing priorities by the Council and the Community Wellbeing Partnership.
7. Build positive engagement between communities and partners to encourage cohesion, engagement and empowerment.

Priority 3 - Climate Change, Nature Recovery and the Environment

What we want to achieve (our objectives):

1. Natural and built environments that are sustainable, protected, and enhanced.
2. Public areas that are clean and tidy.
3. Less waste.
4. Reduced carbon emissions from the Council's activities.
5. A smaller community carbon footprint and reduced borough wide carbon emissions.
6. Improved public open spaces, play areas, parks and landscapes, including increased biodiversity, and wild flowering and pollinators.

How we will deliver this:

1. Adopt an up-to-date Local Plan with positive policies that reduce carbon emissions and minimise the impact of climate change.
2. Deliver our Climate Change Action Plan.
3. Promote biodiversity in all new development.
4. Produce and implement a Nature Recovery Strategy.
5. Increase awareness of climate change and its causes with residents, organisations and businesses and encourage action to mitigate it.
6. Support households to minimise the waste they produce and maximise their reuse and recycling.
7. Invest more in our parks and open spaces.

Priority 4: Well Managed Council

What we want to achieve (our objectives):

1. Good customer experience;
2. Effective management of Council finances
3. Value for money to local taxpayers;
4. Effective use of our assets
5. Good governance across the Council;

How we will deliver this:

1. Provide more services on-line whilst maintaining telephone and reception services for customers.
2. Fund Council services by a prudent mix of council tax, fees and charges for services and investments, whilst maintaining adequate reserves
3. Complete delivery of the value for money improvement plan
4. Deliver our transformation and digital strategies to ensure that our services are efficient and effective.
5. Undertake an asset management review of buildings and fleet.
6. Review our Code of Governance

Core Principles / How we will deliver:

- Put our residents / customers at the centre of everything we do
- Climate change to be considered in all of our decisions and embedded in our service delivery
- Show leadership in our communities
- Build on the benefits of sharing services with Cannock Chase Council
- Transform service delivery, through the effective use of technology
- Promote good governance - integrity, accountability and transparency
- Promote a culture of one team that gets things done