



*Basingstoke  
and Deane*

# Basingstoke and Deane Borough Council Plan 2013 to 2017



# The Council Plan: 2013 to 2017

This council's task is to ensure our residents have a high quality of life, good jobs and a prosperous future.

To keep Basingstoke and Deane as one of the premier locations in Hampshire — and the M3/M4 corridors — we must be ambitious and creative in our plans. Standing still is not an option.

Our economy is vital, so we will revitalise and renew key parts of the borough, ensuring they continue to provide the jobs we need.

We will invest in Basingstoke town centre and our Leisure Park to ensure they remain not just great facilities for our residents, but a destination of choice for a much wider area.

At the same time, we will support the regeneration of neighbourhoods and the building of new affordable homes to ensure everyone has the chance of a home where they want to live.

We are committed to working to reduce inequality of opportunity — and we will ensure the most vulnerable in our community get the support they need in difficult times.

The council can't do this alone; we need to work with business, the voluntary sector, other public organisations and, most importantly, with our communities to plan and deliver what is needed locally.

Above all, the council must provide value for money for its residents. We must provide the right services, in the right way, at the right cost. We will continue to achieve this by:

- listening to our communities and delivering services that meet local needs
- making best use of council assets and resources to keep our council tax low, whilst attracting external investment to regenerate key residential, employment and leisure areas
- finding new ways of working with all our partners to save money or improve performance.

This *Council Plan* sets out our priorities over the next four years, balancing immediate needs with a focus on delivering essential longer term projects, which will keep Basingstoke and Deane an exceptional borough in which to live, work and relax.



**CLlr Clive Sanders, Leader of the Council**



## Our priorities and proposals



### Improving economic vitality

- Encourage businesses to locate in Basingstoke by regenerating Basing View and other key business areas, creating a modern image and more jobs.
- Renew Basingstoke's 'Top of Town' by working with residents and traders to make it economically vibrant, in line with other parts of the town centre.
- Support the rural economy by working with businesses, farmers and others to overcome planning constraints where possible.

### Increasing skills and employment

- Ensure there is a skilled local workforce by working with businesses, including through a skills partnership.
- Increase provision and take up of local apprenticeships by developing and promoting opportunities together with BCoT and Enterprise M3.
- Work to improve education provision, raise aspirations and attainment of young people, in partnership with local schools and other organisations.





## Getting connected

- Enable greater remote working and boost local businesses through working to bring more super-fast broadband to the borough, in both town and country.
- Improve wireless connectivity in our business districts.
- Work with partners to deliver and capitalise on the improvement of the M3 Junction 6.

## Planning policies that safeguard local distinctiveness

- Deliver a Local Plan that ensures well planned development, enhances local character and meets local needs with the number and mix of new homes.
- Promote the use of Manydown land to deliver much needed high quality homes and facilities of wider borough benefit, while protecting local communities.
- Support local communities to shape their area in the way they want, through neighbourhood plans.



## Creating neighbourhoods where people feel safe and want to live

- Support first-time buyers through a mortgage deposit scheme.
- Deliver affordable housing where it is needed through joint working and creative use of assets — and regenerate priority residential areas, including in South Ham, Buckskin and Norden.
- Assist those in housing need and avoid homelessness through a range of support activities and advice, including a fit-for-purpose Private Sector Leasing Scheme.
- Keep our streets safe and crime and anti-social behaviour low through joint working with the Police and our Community Safety Patrol Officers.

## Protecting our environment

- Increase the amount of waste that is recycled by promoting our services and making it easier to use them.
- Take action to reduce energy use and introduce renewable energy, both for our own premises and the borough.
- Protect, restore, reconnect and expand biodiversity and the rural nature of our borough through better management of our woodlands, parks and open spaces — and the introduction of additional green infrastructure and implementation of a new Green Infrastructure Strategy.



## Maintaining a reputation for quality arts and leisure

- Transform the Leisure Park by drawing in external investment and developing new attractions.
- Focus resources to ensure we continue to have a thriving arts and cultural scene for residents — and to attract visitors — bringing jobs and investment.
- Improve sporting opportunities by delivering our plans for sport and recreation, including support for local grass roots organisations.

## Supporting active, healthy and involved communities

- Enable residents to have their say and address local issues through development of local fora and community planning.
- Promote healthy lifestyles and encourage participation in sport and cultural activities, building on the London 2012 games and the Basingstoke Festival.
- Take action to meet the priorities of older people in the borough, through support for the Older People's Plan.
- Support the community and voluntary sector to influence and deliver local services that residents care about.



# Basingstoke and Deane: a place to be proud of...



Basingstoke and Deane Borough Council has frozen its council tax for the last three years. It is the lowest in Hampshire and the sixth lowest of all districts in the country. The council spends around £134 million a year on providing services to residents and businesses but only 5% of this comes from council tax.

The Malls refurbishment has been completed.

Over the last five years, the council has found £7 million of on-going savings, and continues to deliver good quality services that matter.

Weekly bin collections have been kept, while introducing a new kerbside glass recycling service.



Airkix skydiving centre is locating at the Leisure Park, as the start of a wider revamp.

The regeneration and promotion of Basing View has started.

The daily cost of borough council services is approximately 29p per household.

## Did you know...?

168,000 people live in the borough's 245 square miles. Less than 8% of the borough is built up — 60% of the population and 83% of borough jobs are located in Basingstoke town.

Crime has fallen in the borough by 24% since 2005, when Hampshire Constabulary introduced the current crime recording system. This is supported by the council's investment in additional patrols.



People in the borough are living longer and are generally healthier than the national average.

Basingstoke and Deane has relatively low unemployment at 2.2% of the working age population. Of those aged 18 to 24 the figure is 4.9% — much lower than the national average.

Major companies locating in the borough include Network Rail and Bombay Sapphire.

Home to Watership Down and Highclere Castle, the location for Downton Abbey, the borough has over 40 conservation areas, 1,800 listed buildings and 80 square miles recognised as being an area of outstanding natural beauty.



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