

Brentwood 2025

Where everyone matters



BRENTWOOD
BOROUGH COUNCIL



Welcome



Growing | Protecting | Developing | Improving | Delivering

Brentwood is open for business



Brentwood Borough Council has a strong record of working with residents to deliver their priorities and expectations. As we look to the future, we want to build on our strengths and successes. This corporate strategy sets out how we plan to continue that journey.

In the summer of 2019, we asked residents what mattered to them and the outcome has informed our key priorities for the next five years:

- **Growing our economy**
- **Protecting our environment**
- **Developing our communities**
- **Improving housing**
- **Delivering an efficient and effective council**

Big plans for Brentwood are already underway:

1. **£1 billion** contract to deliver homes, mixed use development, public spaces, commercial and leisure facilities via Brentwood Development Partnership

2. **£10 million** refurbished Town Hall including the creation of a Community Hub
3. **£7 million** scheme to refurbish King George's Playing Fields and facilities
4. **The creation of a new garden village at Dunton Hills**

We are passionate about **growing** a strong and vibrant economy in Brentwood and are keen to promote that Brentwood is 'open for business'. We will deliver plans to enable the creation of new enterprises that will support our high streets and community.

The environment remains a key priority nationally and our commitment to **protecting** the space we live in, use and enjoy has never been greater. Raising awareness and reducing our environmental impact will play an important role in everything we do in the future.

The Brentwood community enjoys low crime rates, varied leisure facilities, a wealth of open spaces and a regular programme of community events. Further **developing** of our community will be delivered through an innovative Leisure Strategy as well as community safety initiatives that continue to keep Brentwood safe.

Affordable housing remains a challenge for Brentwood, and we will tackle this passionately through an ambitious housing development plan that focusses on **improving** and expanding both the public and private housing offerings in Brentwood.

Like all councils, we face difficult financial challenges when it comes to **delivering** our services. However, we are committed to seeking innovative financial solutions that will allow us to deliver a prosperous borough for our residents, businesses and visitors alike.

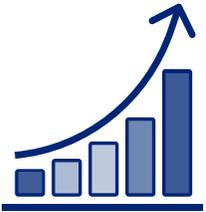
I am ambitious for Brentwood's future and look forward to continuing this journey with you all.

Councillor Chris Hossack
Leader of the Council

Our key priorities



BRENTWOOD
BOROUGH COUNCIL



Growing our economy

A thriving borough that welcomes a wealth of business and culture



Protecting our environment

Developing a clean and green environment for everyone to enjoy



Developing our communities

Safe and strong communities where residents live happy, healthy and independent lives



Improving housing

Access to a range of decent homes that meet local needs



Delivering an effective and efficient council

An ambitious and innovative council that delivers quality services

About Brentwood



BRENTWOOD
BOROUGH COUNCIL

 **76,550**
Population

 **4,390**
Enterprises in
the borough of
Brentwood

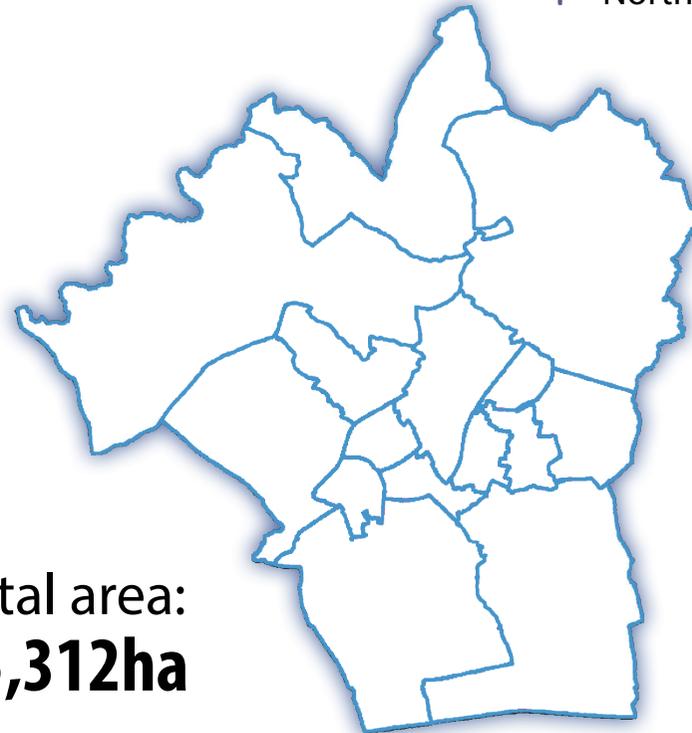
 **20 Miles**
North East of London

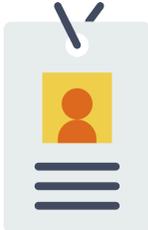
16 
Parks

 **£431,961**
Average house price
in Brentwood

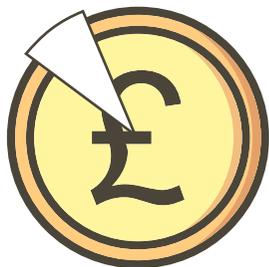
 **2 SSSIs**
Sites of special
scientific
interest

3.7%
Unemployment rate



 **35,000**
Total employee jobs
in the borough of
Brentwood

We receive
0.11p
of every £1 of
Council Tax



Total area:
15,312ha

Housing
stock of

2,500

89%
Green Belt

 **15 Electoral wards**

What we do

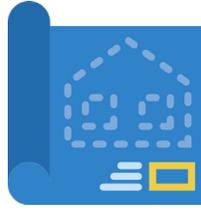


**BRENTWOOD
BOROUGH COUNCIL**

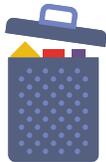
 **625,000**
Website visits per year

5.5 Million
kerbside waste and recycling
collections made each year

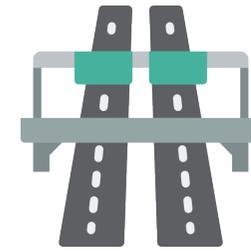


 **2,000**
Planning applications
processed per year

 **22 CCTV**
cameras in operation

 **600** Litter bins
emptied
per week

1 Million
square metres of grass cut

 Responsible for
keeping over
300
miles of highway
clear of litter

700
Fly tips cleared
per year



4,000
Site visits conducted by
Building Control per year



Process
1,000
business license
applications per year



85,000
Telephone calls to
Contact Centre

 **5,200**
Council housing repairs
completed per year



2,500
Parking charge notices
issued in our car parks
per year

300 Food
businesses
inspected
annually

Growing

Protecting

Developing

Improving

Delivering

Growing our economy

How you can help

- ✓ Shop locally
- ✓ Support local businesses

Promote Brentwood as a place to set up and do business from

- Develop a culture that recognises the importance of economic development in everything that we do
- Create planning policies that help us maintain a healthy mix of residential, commercial and quality public realm in town and village centres
- Encourage additional retail, leisure and residential growth to maintain thriving high streets
- Deliver a mixed-use development at William Hunter Way to complement the High Street
- Through the Brentwood Business Partnership, encourage local traders to play an active role in shaping their retail areas
- Continue to develop the Discover Brentwood website as a key tool for highlighting opportunities for businesses and visitors

Enable the growth of existing businesses

- Deliver a range of business support initiatives including but not limited to the Brentwood Business Showcase, workshops and advice sessions
- Work with partner organisations to support local businesses with advice and funding opportunities
- Identify and address skills gaps by working in partnership with businesses, schools and training providers
- Support the roll out and take up of new technologies, such as superfast broadband and 5G

Encourage the creation of new enterprises and inward investment

- Enable the borough to be an innovation hub, open for businesses that have an ambition to deliver new initiatives and a green agenda
- Work with the Brentwood Development Partnership to redevelop council assets to deliver commercial space, including grow-on and flexible office facilities
- Work with developers of new employment sites, such as Brentwood Enterprise Park and Dunton Hills Garden Village, to ensure a mixed economic base is delivered
- Support and promote major infrastructure improvements
- Support business engagement and consultation when planning for development in our town and village centres



How you can help

- ✓ Use parks and green spaces responsibly
- ✓ Recycle as much of your waste as possible
- ✓ Keep our streets litter free
- ✓ Think about your carbon footprint

Protecting our environment

Growing

Protecting

Developing

Improving

Delivering

Promote the environment and recognise its importance in the decisions we make

- Use our buildings efficiently and to good effect
- Ensure all council policies protect and enhance our environment
- Deliver a spatial strategy to direct growth to the most suitable places in the borough
- Reduce pressure on environmentally sensitive areas and infrastructure elsewhere in the borough by delivering Dunton Hills Garden Village

Encourage a clean, safe and environmentally friendly place to live, work and visit

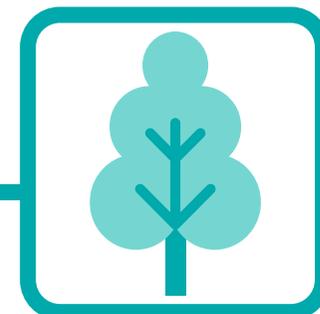
- Seek to introduce low emission zones, particularly around schools
- Explore the setup of an environmental fund
- Invest in an electric fleet or alternative fuel powered vehicles to reduce the impact on the environment
- Seek to introduce carbon offset schemes

Improve and enhance our waste management services

- Promote a circular economy by designing out waste in our services
- Sustain high quality recycling
- Reduce incidents of fly tipping via proactive enforcement and resident education
- Aim to respond to fly tips blocking the carriageway within 24 hours

Support and engage the community to protect their environment

- Encourage residents and businesses to adapt to reduce their effect on the environment
- Influence the reduction of plastic use and waste
- Deliver waste and recycling awareness across the borough through schools, events and roadshows
- Encourage the creation of local environmental partnerships
- Introduce innovative Carbon reduction and absorption schemes



Developing our communities

How you can help

- ✓ Take pride in your neighbourhood
- ✓ Support community groups
- ✓ Think about volunteering
- ✓ Engage with us on public consultations

Keeping Brentwood safe

- Protect people especially the most vulnerable, through initiatives to reduce domestic abuse, exploitation and misuse of drugs
- Protect property through initiatives to reduce burglary, theft and criminal damage
- Protect the community through enforcement initiatives to improve road safety, reducing anti-social behaviour, environmental crime and fly tipping
- Protect the future of the borough through crime prevention initiatives, working with young people, schools, Safer Brentwood roadshows and providing advice and guidance

Invest in community facilities to support a growing population

- Continue to invest in and develop new community facilities to meet the future needs of a growing population
- Develop masterplans for the council's parks and open spaces that will deliver significant improvements

Support, strengthen and sustain communities

- Work with local health organisations to develop health and wellbeing initiatives
- Support local community initiatives through discretionary funding programmes
- Deliver affordable and accessible community engagement programmes and events
- Continue development of the Community Forum to support Dunton Hills Garden Village
- Encourage individual and corporate volunteers to help strengthen communities
- Map and build relationships with new and emerging communities

Encourage residents to lead active, healthy and fulfilling lifestyles

- Enhance and develop new sustainable leisure facilities
- Increase participation in sport and physical activity by making it accessible for all
- Support residents to maintain and improve their mental health
- Offer and signpost to programmes that reduce social isolation and support people to stay active and independent
- Maximise green spaces to promote health and wellbeing, such as the installation of outdoor gyms



How you can help

- ✓ Be a responsible tenant/landlord
- ✓ Provide feedback on proposed development
- ✓ Engage with our Local Development Plan

Improving housing



Provide decent, safe and affordable homes for local people

- Create a long-term strategy to support the provision of affordable housing and more housing choice
- Increase our number of homes for temporary accommodation to alleviate homelessness
- Improve the standards in privately rented accommodation
- Work with partners across Essex to reduce the number of empty homes

Support our tenants through a high quality, well managed service

- Drive continuous improvement of our housing services
- Work further to tackle incidents of anti-social behaviour in our communities
- Undertake refurbishment of existing council housing
- Develop a 5-year planned maintenance programme for council housing

Support responsible development in the borough

- Increase the delivery of housing to meet local needs with an appropriate mix of housing sizes, types and tenures
- Enable the delivery of at least 354 new homes per year
- Adopt innovative approaches and ideas to strengthen and extend our services provision
- Use brownfield sites efficiently, such as council owned garage sites, to provide affordable homes and relieve pressure on the Green Belt
- Seek to identify opportunities for low emission and green developments
- Seek low-cost construction solutions to support the provision of affordable homes



Delivering an efficient and effective council

How you can help

- ✓ Make the most of our online services
- ✓ Tell us when we do things well or could do things better

Quality customer service

- Develop our self-service options so that customers can do business with us 24/7 to enable the most efficient transactions
- Provide support for all residents, focussing on equality, understanding and respect
- Invest further in technology to improve the customer journey when accessing council services
- Improve communication with residents via all communication channels

Effective and efficient delivery

- Manage our finances and contracts robustly to ensure best value for money
- Continue a service improvement programme to ensure our services are delivered efficiently
- Deliver services that are value for money and meet the needs of our residents
- Develop an empowered culture within the organisation
- Create a culture that fosters an ambitious and motivated workforce

Maximising opportunity

- Seek innovative financial solutions to the budget challenges we face
- Utilise income generating opportunities
- Explore opportunities to work further with stakeholders and partner organisations
- Be more competitive around fees and charges for commercial services
- Seek commercial solutions to ensure that all council buildings and assets are utilised effectively



Our key objectives 2020-21

Growing our economy

- Adopt the Brentwood Town Centre Design Guide to encourage a high-quality place to enjoy and do business
- Submit our Local Development Plan for examination-in-public in early 2020
- Encourage and facilitate businesses who want to invest in the borough to capitalise on the opportunities that come with opening of the Elizabeth line to Brentwood and Shenfield
- Work with the Brentwood Development Partnership to create redevelopment schemes for the sites at William Hunter Way, Maple Close and Westbury Road



Protecting our environment

- Introduce a new recycling scheme to improve the quality of recycling and reduce the number of polymer sacks we issue by 80%
- Encourage the creation of a car club in the borough
- Introduce an electric vehicle charging pilot
- Develop an anti-littering campaign involving junior schools
- Conduct a feasibility study on the development of our own compost facility to reduce our carbon footprint and offer compost to residents
- Agree the introduction of carbon offset schemes



Developing our communities

- Commence Phase 1 of the King George's Playing Fields refurbishment plan
- Submit planning application for proposed Football Hub development at the Brentwood Centre
- Install an outdoor gym in Courage Playing Fields
- Produce the Brentwood Community Safety Partnership annual plan
- Deliver an annual programme of community events
- Innovate the Brentwood Community Fund, including providing more investment



Improving housing

- Establish a clear and deliverable Strategic Housing Development Plan
- Conduct a review of sheltered housing to ensure the best possible service is provided to our sheltered housing residents
- Create a housing company that provides more opportunity for the council to deliver a diverse range of housing options for our current and future generations



Delivering an efficient and effective council

- Deliver a revised Customer Strategy
- Report quarterly, via the website, the council's key performance indicators
- Sustain £1m revenue via commercial activities to reduce the revenue budget gap
- Develop further the online customer portal to include enquiry tracking
- Work collaboratively with partners in the Town Hall hub
- Consult with residents on the council's budget



