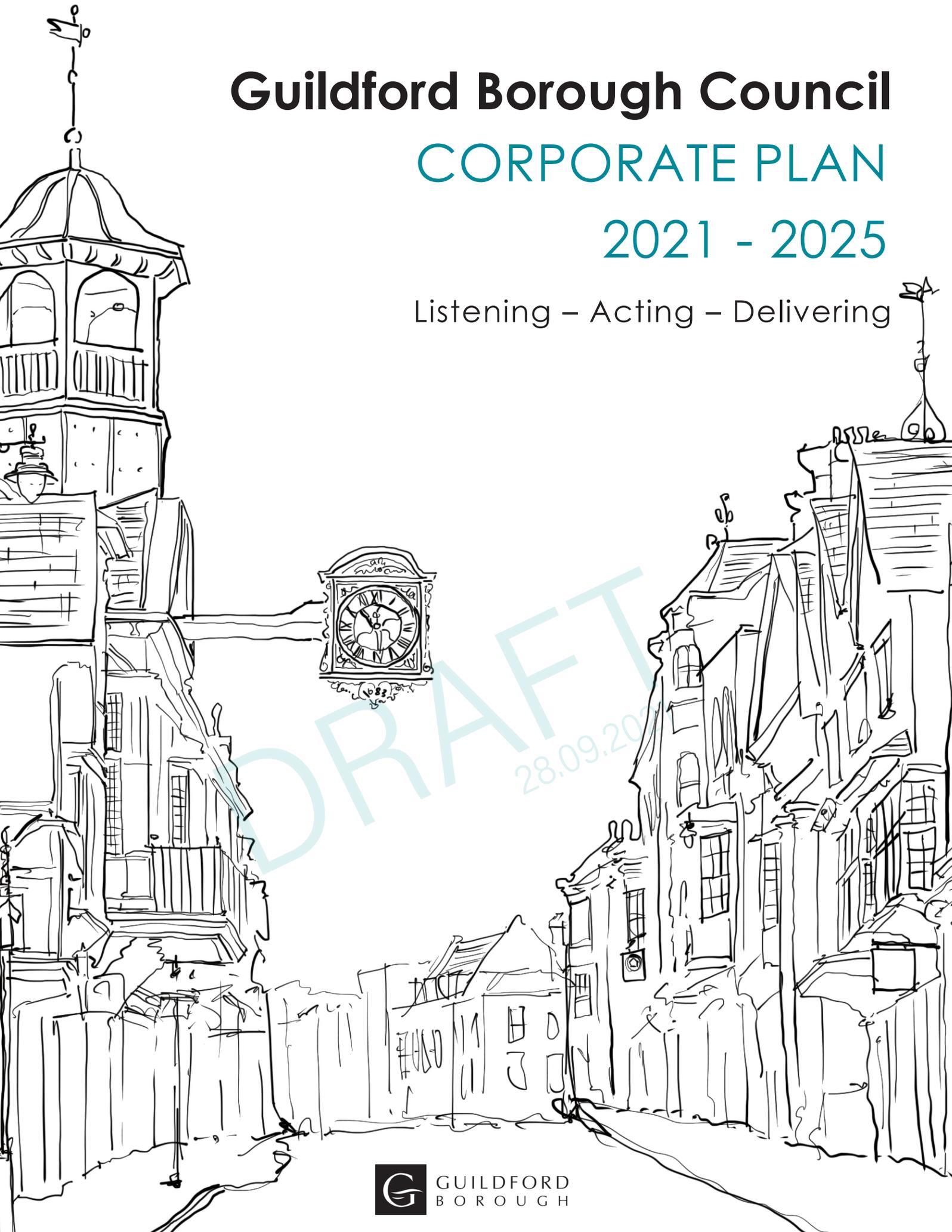


Guildford Borough Council

CORPORATE PLAN

2021 - 2025

Listening – Acting – Delivering



GUILDFORD
BOROUGH



FOREWORD

A prosperous, green and caring borough: home to heritage, education and world class technologies

'Coronavirus (Covid 19) has had an unprecedented effect on all of our lives, from how we work and shop to how we see friends and family. The impact on our health and economy cannot be underestimated and as we emerge and recover from the crisis, our corporate plan sets out our priorities for an improved, more sustainable future for our borough.

We will ensure Guildford is a place where business can thrive and residents are able to find homes that meet their needs at a price they can afford. Access to high quality housing and jobs is crucial to the health and wellbeing of our communities and key to tackling inequality.

We are committed to delivering high quality design, renewal and regeneration in our borough, whilst protecting our hectares of special natural landscapes and unique heritage. Our focus will be on land previously used for industrial or commercial purposes (brownfield) to avoid further use of greenbelt land.

We will maximise the number of affordable homes and ensure infrastructure and facilities that residents need, such as schools, healthcare, recreational areas and green spaces are all provided.

We have ambitious plans to improve and reinvigorate our town centre. We will focus on housing and the needs of our businesses and improve flood risk, traffic congestion and air pollution. New neighbourhoods will be affordable and sustainable with work, leisure and cultural activities in walking distance. We will create the economic and social activity essential for supporting our High Street.

We will work with our business community and Business Improvement District to ensure our local economy remains competitive and will actively seek new inward investment. Our borough is a hub for education, healthcare, financial services, law and cutting-edge technology. High growth sectors such as cyber security, life sciences, telecoms and digital gaming continue to thrive here. We will support these dynamic businesses, which are critical to our economic recovery and renewal.

Since declaring a Climate Emergency in July 2019, we are committed to becoming a net-zero carbon borough by 2030, collaborating closely with partners and communities to tackle it together.

Everyone has a responsibility to act on climate change and we need to do all we can at a local level to become more environmentally sustainable. We will lead by facilitating positive change to support our borough to reduce its carbon footprint.



FOREWORD (continued)

Sustainable transport systems, cycle ways and footpaths and improved public transport routes are vital. New housing developments will be required to have lower carbon emissions. High energy efficiency standards, electric vehicle charging points and renewable energy sources will all be features.

Helping vulnerable residents is at the heart of everything we do and we remain committed to our communities. During the pandemic the compassion and community spirit shown by Guildford has been incredible. We will continue to work with our residents, communities, partners and businesses to do everything we can to support those most in need.

As we work to deliver our priorities, we do so operating within significant financial constraints with ongoing cuts to government funding and now the added impact of the Coronavirus (Covid 19) pandemic. I am immensely proud of the way in which our staff responded to the crisis. Critical services were maintained and from a standing start entirely new services were set up in days to protect our most vulnerable residents with welfare calls, hot and cold food deliveries and other support.

This all comes at a cost and despite having made £8 million savings through our Future Guildford transformation programme, we still need to save £6 million in the next four years.

Transforming our Council to better serve our residents while reducing costs is a journey. As we embed new technologies to enable you to access us more easily online, we continue to improve and look for opportunities to protect our frontline services and deliver them more cost-effectively. As I write, we are exploring much closer partnership working with a neighbouring council. Difficult decisions will be unavoidable and as we navigate the challenges ahead we will continue to put our residents first and be honest, open and transparent with you every step of the way.

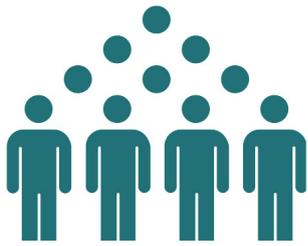
Our Corporate Plan (2021-2025) priorities provide a clear framework for you to see how decisions are being made. We want to hear your views, we are listening. I'm confident we will become a greener borough with a renewed, thriving economy, coming together to support our communities and most vulnerable residents.

Guildford Borough Council Executive





OUR BOROUGH IN NUMBERS



150,000
population



£5.5 bn
contribution to the UK
economy



59,000
homes (approx. number)



270 km²
and county town
of Surrey



83.5%
green belt



1,200
listed buildings, centre for
culture and heritage



Highly
educated
workforce



World leader
in the
gaming industry



World class
university and excellent public
and state schools



7
Green Flag parks



3million +
visitors each year



38
conservation areas

OUR VISION, MISSION AND VALUES

OUR VISION

A green, thriving town and villages where people have the homes they need, access to quality employment, with strong and safe communities that come together to support those needing help.

OUR MISSION

A trusted, efficient, innovative and transparent Council that listens and responds quickly to the needs of our community.

OUR VALUES

We will put the interests of our community first.

We will listen to the views of residents and be open and accountable in our decision-making.

We will deliver excellent customer service.

We will spend money carefully and deliver good value for money services.

We will put the environment at the heart of our actions and decisions to deliver on our commitment to the climate change emergency.

We will support the most vulnerable members of our community as we believe that every person matters.

We will support our local economy.

We will work constructively with other councils, partners, businesses and communities to achieve the best outcomes for all.

We will ensure that our councillors and staff uphold the highest standards of conduct.



GUILDFORD BOROUGH COUNCIL

Homes and Jobs

Residents having access to the homes and jobs they need

HOMES AND JOBS



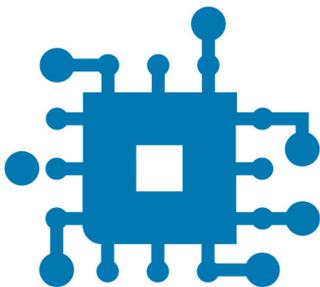
Revive Guildford town centre to unlock its full potential

Provide and facilitate housing that people can afford



Create employment opportunities through regeneration

Facilitate high quality development of strategic sites



Support our business community and attract new inward investment



Maximise opportunities for digital infrastructure improvements and smart places technology

GUILDFORD BOROUGH COUNCIL

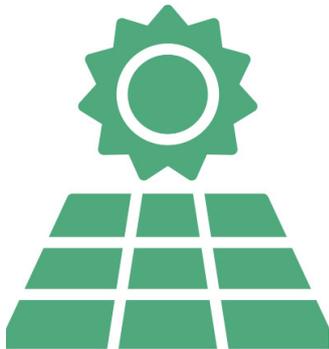
Environment

Protecting our environment

ENVIRONMENT



Provide leadership in our own operations by reducing carbon emissions, energy consumption and waste



Engage with residents and businesses to encourage them to act in more environmentally sustainable ways through their waste, travel and energy choices



Work with partners to make travel more sustainable and reduce congestion



GUILDFORD BOROUGH COUNCIL

Community

Empowering communities and
supporting people who need help



Tackling inequality
in our communities

Work with communities to
support those in need

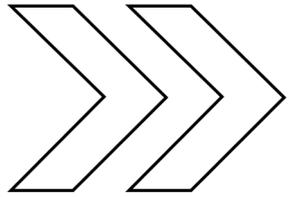


Support the unemployed
back into the workplace and
facilitate opportunities for
residents to enhance their skills

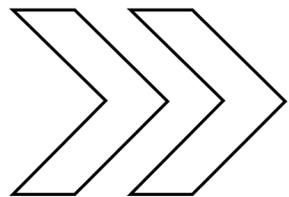


Prevent homelessness and
rough-sleeping in the borough

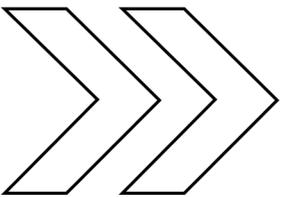
OUR KEY PROGRAMMES AND PROJECTS



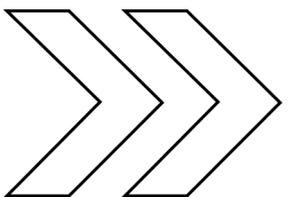
Our Guildford Economic Regeneration Programme will set out plans to revitalise the town centre with affordable, sustainable living and high-quality public spaces



Weyside Urban Village will provide a new riverside community of 1,500 homes on brownfield land at Slyfield

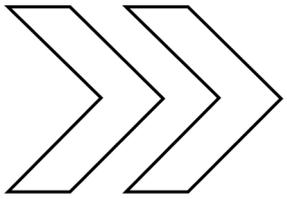


Our programme for housing led regeneration of sites in our ownership will provide high quality homes for residents at an affordable price

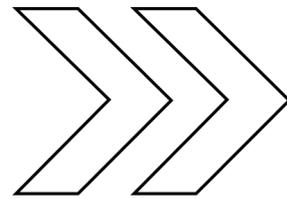


Our climate change programme will deliver us on the pathway to becoming carbon neutral by 2030.

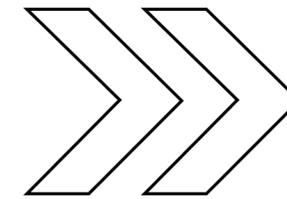
OUR PERFORMANCE OUTCOMES



We will work with partners to deliver a range of transport and infrastructure projects to encourage more sustainable travel.



Our collaboration programme with Waverley Borough Council will deliver cost savings and protect or enhance frontline services in priority areas.



Our Savings Programme will deliver savings of £6 million over the lifetime of this plan, including through reviews of discretionary services and our operational assets.

HOW WE WILL MEASURE OUR SUCCESS

We will monitor and report on our achievements and the overall health of the borough using our performance management framework including:

- new homes built
- affordable homes completed
- empty business premises and vacant shops
- our carbon emissions and energy usage
- household waste recycled and composted
- air quality at monitoring sites
- elderly and vulnerable residents being supported to live independently



Guildford Borough Council

www.guildford.gov.uk



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