



Introduction

We are working harder than ever to provide value for money in these challenging financial times. Our focus for 2014/15 was on providing high quality frontline services for our customers. Together, our waste, leisure and culture, environmental, housing, benefits and planning services affect everyone in the district.

You will read in the following pages about how these frontline services have performed.

We know there are areas to improve and are always seeking out ways to be more efficient and provide better services for our customers, so the picture is largely a positive one.

We feel that by living by our values, which you can find on the following page, we will always be heading in the right direction.



A handwritten signature in black ink, appearing to read 'Richard Blunt'.

Cllr Richard Blunt
Leader
North West Leicestershire
District Council

Our vision for the future is;

'North West Leicestershire will be a place where people and businesses feel they belong and are proud to call home'.

Delivering this vision is the focus of our four priorities;

Our priorities

- Value for money
- Business and jobs
- Homes and communities
- Green Footprints

Our staff live by our values. We **listen carefully** to the issues being raised by a broad range of people such as local communities, businesses, individual cases and council colleagues. In listening, we **support what is possible** and agree expectations which are **fair** to all. **We deliver to a jointly agreed** quality whilst **using the council's resources wisely**.

We would like to thank all our staff, customers and partners who have worked with us to shape and provide our services throughout 2014/15.

We look forward to building on our successes during 2015/16 and beyond.



A handwritten signature in black ink, appearing to read 'Christine E. Fisher'.

Christine E Fisher
Chief Executive
North West Leicestershire
District Council

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Our people

You will read in the following pages about how we've performed over the last year, about the projects we've funded, the services we've provided and the improvements we've made. This is possible because we have a positive, dedicated workforce. We believe in investing in our people.

Our Best Employee Experience is about recruiting the right people, welcoming them to the council and developing them in their roles.

- **Recruitment** based on beliefs and values, as well as technical ability
- **Training** that is linked to the strategic direction of the council
- Regular manager **appraisals** – addressing performance and development
- All staff 'living' our **values** in their work



The winners of our 'Unsung hero' award were Mandy Allsop, Julian Orme and Gary Nettel, who saved the life of a customer when he collapsed with a heart attack in the gym at Hood Park Leisure Centre. They were also given a bravery award by East Midlands Ambulance Service

← 87

staff were recognised in our BEE a Star Awards Scheme

119

staff recruited in 2014/15, who were able to show they can live by our values

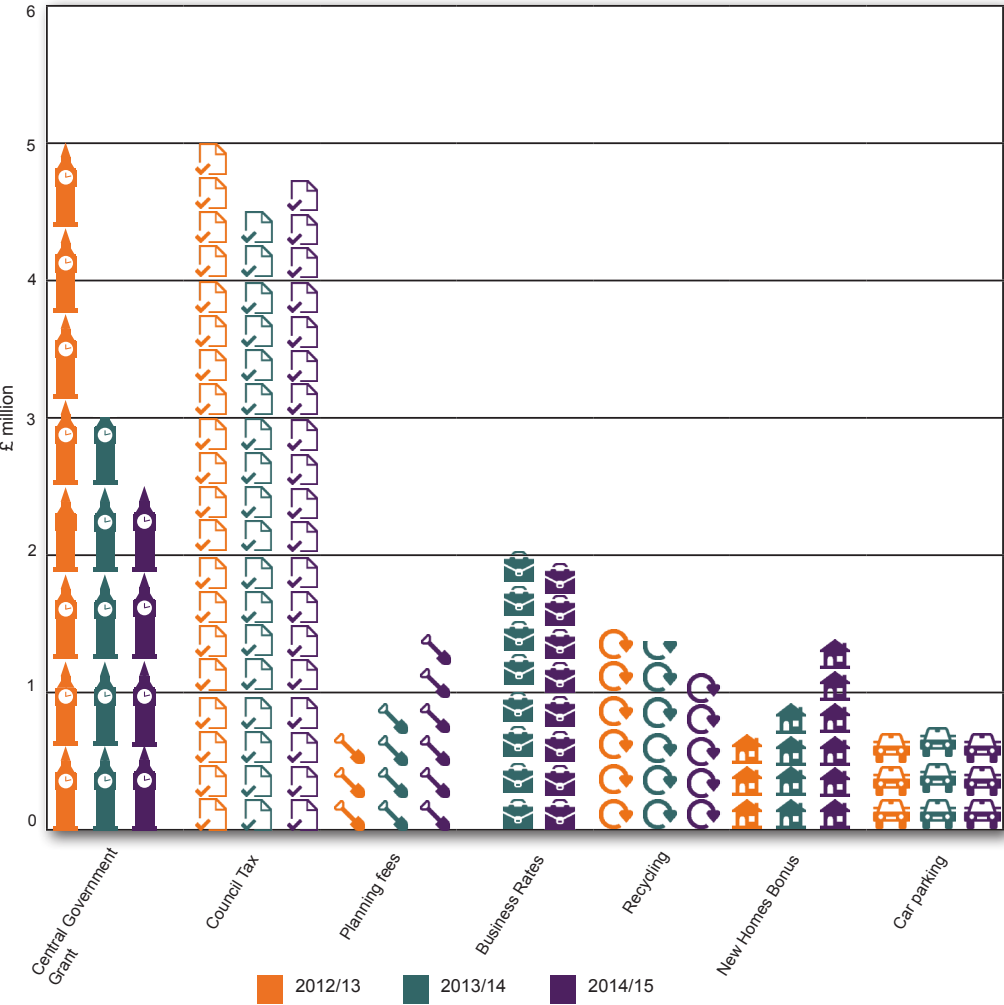
Best Employee Experience
NWL District Council

Our values

- Deliver agreed quality
- Be fair and proud
- Listen carefully
- Support what is possible
- Spend our money wisely

Our finances : Your money

This is where most of the council's money comes from:



The chart opposite shows the decreasing grant settlement that we get from central Government.

Finding ways to increase income locally is becoming more important to keep services running.

Improving the way we operate has been key to supporting local services for the community.



2014-15 savings and income mean that we have achieved an underspend of

£2.25 million

which we can re-invest into services and the community

How we spent your money - at a glance



Investing in your communities

£240,000 in the **£20,000 for Seven** grant scheme which enabled us to access over **£1 million** more for community projects!

1,849 council homes made decent in 2014/15 costing

£12 million



Supporting local businesses to create jobs

£500,000 Local Growth Fund helping businesses that support our growth priorities for the district

£500,000 Enterprising North West Leicestershire fund for local small and medium sized businesses

£225,000 Coalville Shopfront Improvement Programme



£250,000 invested in leisure facilities



3G pitches at Hermitage Leisure Centre

Technology improvements to make our services more efficient and accessible 24/7 through our new website
Why not check it out?

www.nwleics.gov.uk



Our communities



£20,000-for-Seven grants scheme

For the first time, a public vote decided which projects received funding.

3,000 +

people voted for their favourite project.

Strong Pubwatch + Bodycams = Reduced violent crime in Ashby

(down 16% during the World Cup and down 76% during first three months of Bodycams being worn by security staff)

500 The number of children who visited Warning Zone to learn about the risks of life and diversionary activities for young people at risk of committing anti-social behaviour (Safer North West Partnership funding paid for the visits)

Community safety work at Download Festival = 69% reduction in crime in 2014

compared to 2013 (1.7 crimes per 1,000 attendees in 2014 compared to 3.3 crimes per 1,000 attendees in 2013).



of a Green Apple Award for our Give and Gain event, which introduced community groups to businesses to see how they could help each other out

£500 one-off community grants now available (requires match funding)

Six Community Assets listed after nomination by community organisations

Working with at least

50 families

at a time through Supporting Leicestershire Families



8,800 trees

given out to residents and community groups as part of the Free Tree Scheme, Community Orchard Scheme and Hedge Fund



85 the number of people who came along to our Celebration of Volunteers event, where we thanked litter pickers, dog watch wardens and community groups for their help in keeping the district a clean and green place for everyone

Waste services

Thank you for your recycling efforts!

Last year, we sold your separated recycling for

£1.186 million (and put it back into council services)

46.3% of waste was recycled
(income exceeded target by 7.8%)



706 – the number of businesses we provided a

trade waste

collection service for.
Giving us an income of

£337,844



We asked our customers what they thought of the refuse and recycling service

93.5%

of them said they were **satisfied** with it

20 tonnes of waste cleared from 16 miles of the A42 during our annual clean up
Resurfacing of car parks at Coalville Market Hall and London Road, on time and in budget

708

The number of new homes that we provided services for last year (and we didn't need to introduce any costly new rounds)

780

tonnes of street sweepings

393

tonnes of litter

700

fly tips

All removed from public areas in our district in 2014/15



Our environment



Highly commended

at the **Keep Britain Tidy** Diamond Jubilee Awards for our roadside litter campaign

150 volunteer litter pickers recruited to help us keep the district clean



New toilets provided at Coalville Market

National change to give **10 minutes** grace on expired **car parking** ticket enforcement



♪ Zero noise complaints during and after Download Festival 2014

Significantly reduced noise complaints during Strawberry Fields festival 2014

2,500

complaints and enforcement cases handled on:

- Planning
- Noise
- Odour
- Fly tipping
- Graffiti
- Litter

We responded by fining and prosecuting those who committed these enviro-crimes, and we cleared away any mess.

 @NWLEnviro



Decent Homes 100%

of our council homes are now decent

3,771

homes have had Decent Homes work (since work started in 2011)

Decent Homes cost

£27 million

(£19.5 million in Government Decent Homes Backlog funding + £7.5 million in NWLDC money)

- **2,094** new kitchens
- **1,584** new bathrooms
- **1,031** new heating systems
- **574** full electrical rewires
- **452** new roofs
- **3,188** new doors or windows

Green and Decent Homes pilot

12 families in council homes are testing out **renewable technology** for us

- Solar panels (photovoltaic and thermal)
- Biomass boilers
- Air source heat pumps

Cheaper bills for tenants and we can sell any extra electricity to the grid!



Housing



389

homes let in 2014/15



789

people

on the Housing Register at the end of 2014/15



56 days

average time it takes to re-let empty homes – we aim to improve this in 2015/16



Repair operatives get job orders and order materials using mobile devices.

Tenants can complete electronic satisfaction surveys straight after the work has been done.

Outstanding arrears £341,000 from annual rental income of £17 million

Arrears 2.01% of total gross debt (against target of 2.13%)

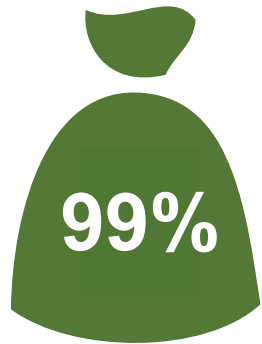
An extra £27,000 was knocked off the amount of rent owed



Achieved during a period of welfare reform

Revenues and benefits

Business rates



99%

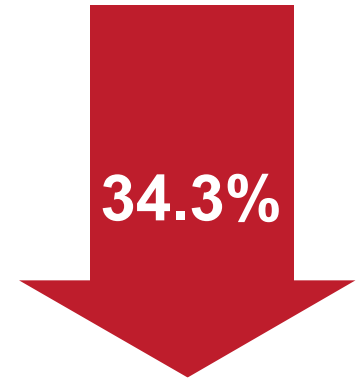
£48.8 million
was collected

Arrears reduced by **65%**
A total of
£1.084 million



More than
£100,000
per year in
savings

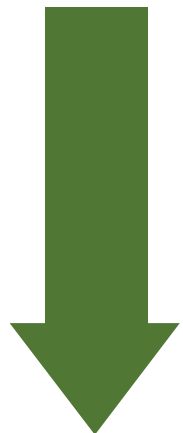
identified with new structure.
We expect more non-staffing
savings in the future



34.3%

Housing Benefit
overpayments recovered
(against a target of 40%)

Benefits



16 days

the time taken
to process new
Housing Benefit /
Council Tax Benefit
(down from 18.39
days in 2013/14)



6.7 days

the time taken to
process Housing
Benefit / Council
Tax Benefit change
in in circumstances
(down from 8.4
days in 2013/14)

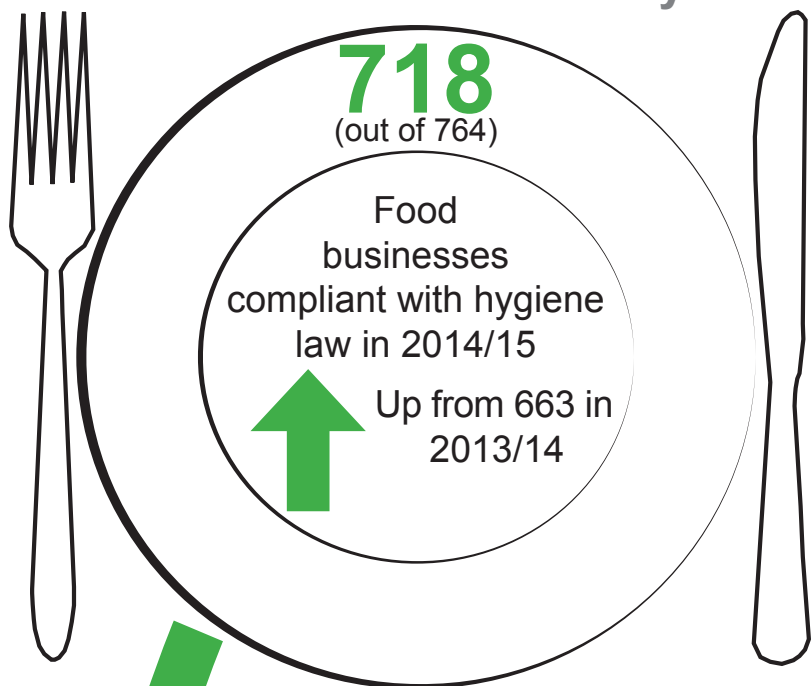
Council Tax collection



The ambitious Council
Tax collection target for
2014/15 was not met by
0.2%, but there was an
increase of 0.2% on the
previous year's collection
rate, showing movement in
a positive direction

Environmental health

Food health and safety



100% of 80 businesses surveyed said they would describe their relationship with Environmental Health as 'good' and said they were satisfied with the service

We take an advisory approach with food businesses, only using enforcement as a last resort. We provide enhanced advice and assistance to those businesses that don't comply to hygiene law, to help them become compliant and sustain it, which helps the businesses and protects the public.

29

the number of food businesses that had enhanced support from us because they were failing to comply with food hygiene law. Nine of these ceased trading. 18 out of the remaining 20 are now compliant (as of 31 March 2015).

Pest control

Customer demand for treatments up by **14%**

Rodent treatments saw highest increase **401 – 516**

Environmental health

Licensing

358 – public houses, clubs, bars and restaurants licensed to serve alcohol

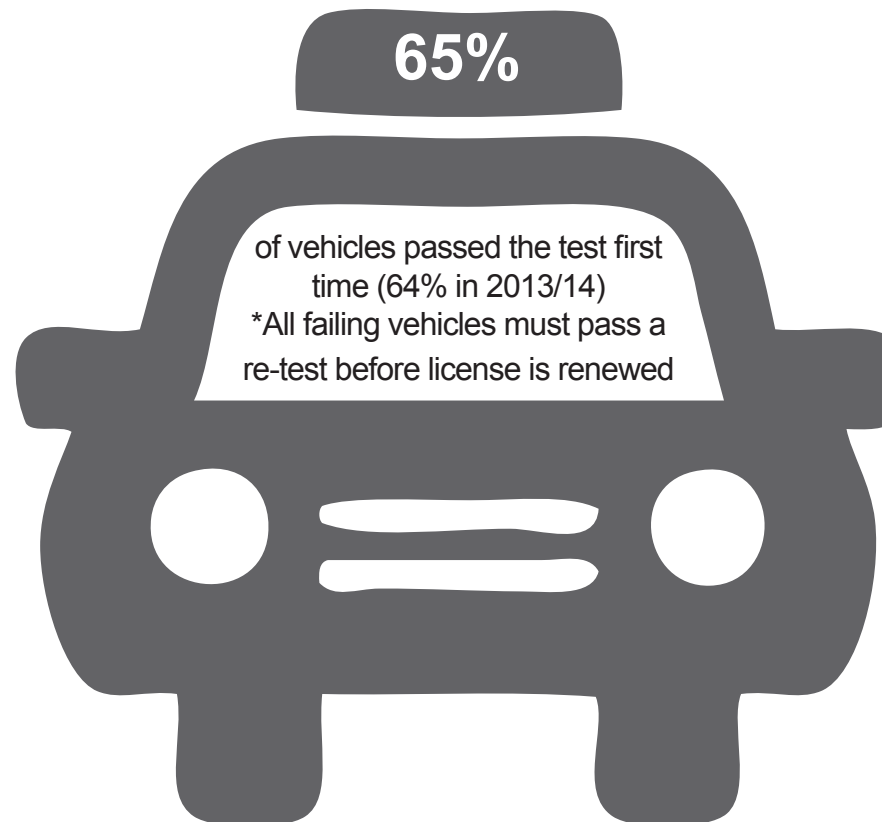
286 – events notices issued to businesses and community groups

249 – taxi drivers licensed

9 – licenses for caravan sites

12 – registered as scrap metal dealers and motor salvage operators

250 taxi vehicle inspections



Prosecutions

We hope successful prosecutions like these will result in more businesses complying with licensing laws:

Taxi

Successful prosecution of taxi driver dropping a passenger off while not displaying a taxi vehicle licence plate – licence had expired. Licence immediately removed and driver prosecuted for plying for hire without a licence, driving without an MOT and failing to return his driver's badge.
= Seven penalty points + £220 fine

Dog breeding

Successful prosecution of two people found to be breeding dogs without a licence.
= £1,200 fine x 2 + £6,384 legal costs + £101,340 removed from the couple by the police through the Proceeds of Crime Act

Leisure



New **NWL Learn to Swim** Academy launched in partnership with Amateur Swimming Association

1,883 children learning to swim with us each week (up from 1,816 per week last year)

Parents and teachers can now monitor progress online



@Hermitage_LC

@HoodPark_LC

3,876 young people used our **leisure centres** **22,447 times** **for free** through our award winning Club **Activ8** scheme



3,000 Direct Debit **health and fitness memberships** provide us with £75,000 per month income



New for 2014/15



New wheeled sports facility and BMX track improvements at Cropston Drive Recreation Ground (£30,000)

New 3G artificial pitch installed at Hermitage Recreation Ground (£160,000)



New spin studio at Hermitage Leisure Centre (22 classes every week) (£30,000)

Improvements to walkways, play station and footpaths at Urban Forest Park

323 residents
44 sports clubs / organisations recognised at our **Sports Awards**

Culture and events

Events

we organised and supported:

- Picnic in the Park
- Coalville by the Sea
- Ashby Arts Festival
- Coalville Christmas Lights Switch On
- Remembrance Day services
- Ashby Town Council events, in partnership

Which were enjoyed by **14,000** people



14

Moira Furnace

We helped the attraction to secure

£60,000

in Heritage Lottery Funding

We continued to maintain the Scheduled Ancient Monument and the grounds



We reviewed our Tourist Information Centre and now save

£10,000 a year

on providing tourism services for the district



Get more information
[@somewhere_nice](#)

Planning and development

Five year land supply

We can now show we have a five year supply of land for housing (plus a buffer of 20%).

This is important because without it, we lost the ability to refuse planning permission on greenfield housing sites that were outside the limits to development.

Having a five year supply plus buffer means we can refuse permission if we think the site should not be developed.



400 homes

granted planning permission

(3,000 more homes in the pipeline – all helping us with our five year housing land supply)

£12.6 million

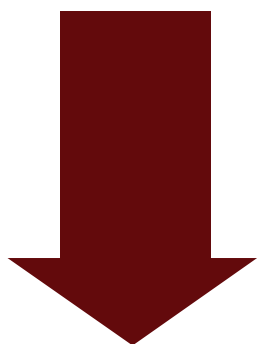
in Section 106 contributions from developers.

This money can now be spent on public facilities, including new roads, schools, medical facilities, etc...



£1.34 million

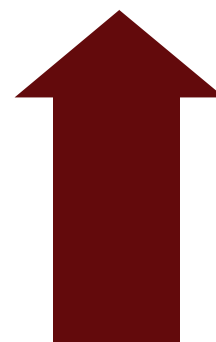
income received in planning fees in 2014/15. This has helped to plug the gap caused by reduced funding from Government.



Down from three weeks to

five days

– the time it takes to register planning applications as ‘valid’



87.67%

of major planning applications decided within target time of **13** weeks (above national target of 60%)

Find out more about our performance at



www.nwleics.gov.uk/performance



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