

Brentwood 2025



Where everyone matters

2020-2021 Annual Review



2020 - 2021 Annual Review



**BRENTWOOD
BOROUGH COUNCIL**

Growing | Protecting | Developing | Improving | Delivering

What a year!



When we set this Corporate Strategy early last year, we could not have imagined the additional challenges we would all face in 2020.

I am immensely proud of the Brentwood community for their hard work, resilience, and spirit in what has undoubtedly been a difficult year for so many. More so than ever, I have witnessed residents, businesses and partners pull together and support each other like never before.

As a Council, we have been steadfast in our commitment to support our community in every way we can through the COVID-19 pandemic.

A selection of these achievements is highlighted in this document and are a testament to the dedication of everyone who worked so hard to adapt and deliver in hugely demanding circumstances.

Despite the backdrop of the pandemic, we have still achieved great success against our Corporate Strategy and beyond. Just a few highlights include re-opening the Brentwood Centre at speed, launching a new recycling scheme and initiating a hugely ambitious programme to deliver new homes through the Strategic Housing Development Programme.

As well as sharing some successes with you, this Annual Review sets out our plans for 2021. It is evident that great challenges lie ahead.

However, our priorities remain clear:

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

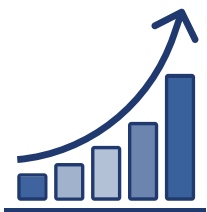
We are well prepared to rise from the challenges of the pandemic and I am confident that we will continue to achieve the very best for Brentwood in 2021.

**Councillor Chris Hossack
Leader of the Council**

Our key priorities

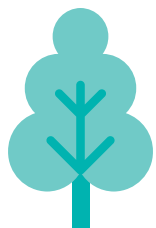


BRENTWOOD
BOROUGH COUNCIL



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 efficient and effective council

An ambitious and innovative council that delivers quality services

Growing

Protecting

Developing

Improving

Delivering

Growing our economy

How you can help

- ✓ Shop locally
- ✓ Support local businesses

Our key priorities

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

Enable the growth of existing businesses

Encourage the creation of new enterprises and inward investment

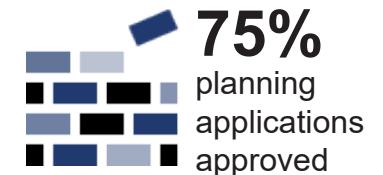
Our key objectives 2020-21

- Adopt the Brentwood Town Centre Design Guide to encourage a high-quality place to enjoy and do business
- Submit our Local Development Plan (LDP) 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 William Hunter Way, Maple Close and Westbury Road

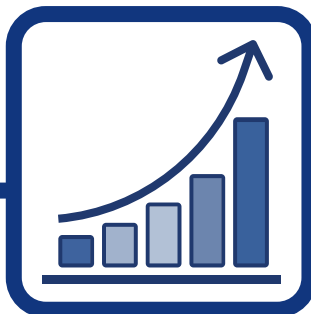
Key objectives achieved 2020-21

- Adopted November 2019, being used to inform town centre schemes
- Submitted February 2020, examination underway
- Evidence gathered and business recovery planning considered COVID-19 impacts. Inward investment emerging part of Economic Development Strategy (2021)
- Maple Close and Seven Arches Road applications submitted December 2020. Westbury Road and William Hunter Way options being considered

Other achievements



10-part community co-design process to help design Dunton Hills Garden Village



Brentwood 2025

Corporate Strategy 2020-2021 Annual Review

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

Our key priorities

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

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

Improve and enhance our waste management services

Support and engage the community to protect their environment

Our key objectives 2020-21

- Introduce a 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
- Agree the introduction of carbon offset schemes

Key objectives achieved 2020-21

- All kerbside collections completed August 2020. Communal properties 50% complete
- Discussion due to commence January 2021
- Installed at Town Hall December 2020
- As well as a schools campaign an additional poster campaign was run and an anti littering enforcement team was introduced
- Existing contract in place until 2023. Work will start November 2021 to progress through to contract end 2023
- £27,000 grant funding secured to plant 6,000 trees. Further schemes to be introduced in 2021

Other achievements

£180,000

forecast savings from new recycling scheme



Prevented **200+** tonnes of carbon emissions by eliminating single use orange recycling sacks



347 fly tips cleared



Project underway to introduce electric vehicles into council fleet



Developing our communities

How you can help

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

Our key priorities

Keeping Brentwood safe

Invest in community facilities to support a growing population

Support, strengthen and sustain communities

Encourage residents to lead active, healthy and fulfilling lifestyles

Our key objectives 2020-21

- 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 at 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

Key objectives achieved 2020-21

- Pre commencement works started December 2020

- Ongoing discussions with Essex FA are to be continued in 2021

- On hold while funding is secured

- Completed June 2020

- Completed virtually including 6 Family Fun Days, Lighting Up Brentwood, VE Day, Strawberry Fair and Nutcracker Trail

- Completed with additional £20,000 funding from Axis

Other achievements

Reopened

Brentwood Leisure Centre



300% increase in ASB investigations

Responded to **260** incidents of ASB

1,000+ hours of enforcement patrols



£51,622 in funding awarded to support 14 local community and health projects

£15,622

Mental Health Small Grants awarded



2 play areas refurbished



Brentwood 2025

Corporate Strategy 2020-2021 Annual Review

How you can help

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

Improving housing



Our key priorities

Provide decent, safe and affordable homes for local people

Support our tenants through a high quality, well managed service

Support responsible development in the borough

Our key objectives 2020-21

- 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

Key objectives achieved 2020-21

- Completed October 2020
- In progress and to be continued into 2021-22
- Housing 100 Company incorporated to commemorate the centenary of the council house. Focus is currently on delivery of new homes through the Strategic Housing Development Programme. A business case will be presented in 2021-22

Other achievements

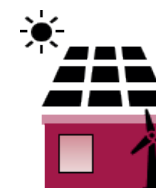
500 housing advice requests



7,432 rent reviews



428 housing register applicants



Submitted planning application for 60 carbon neutral homes

Improved homeless prevention and **REDUCED** use of temporary accommodation

Introduced **Sheltered Housing** newsletter



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

Our key priorities

Quality customer service

Efficient and effective delivery

Maximising opportunity

Our key objectives 2020-21

- Sustain £1m revenue via commercial activities to reduce the revenue budget gap

- Consult with residents on the council's budget

- Deliver a revised Customer Experience Strategy

- Report quarterly, via the website, the council's key performance indicators

- Develop further the online customer portal to include enquiry tracking

- Work collaboratively with partners in the Town Hall hub

Key objectives achieved 2020-21

- Target has been met by investing £60m to the councils wholly owned company, Seven Arches Investment Limited, which has made a return in excess of £1.3m

- Deferred to 2021 due to critical support activity

- Adopted December 2020 and made available on council website

- Completed throughout 2020 and published on council website

- Digital Strategy completed December 2020 which incorporates this objective

- Completed throughout 2020

Other achievements



81 weddings held at Town Hall



15,000 subscribers to digital council newsletter

5,000 sign ups to My Brentwood

43 hybrid and live streamed Council meetings



700 out of hours calls to CCTV



Established remote Contact Centre

All flats at the Town Hall successfully leased



COVID-19 achievements



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£30m+

in business grants and rates holidays distributed



Majority
of staff working from home

103

digital COVID-19 newsletters sent



800+

hours of dedicated out of hours COVID-19 enforcement patrols



1,500

welfare calls made to the extremely vulnerable

4

fixed penalty notices issued to businesses breaching regulations

Weekly

community support network briefings

10 tonnes

of food collected, stored and distributed



Handled **600** COVID-19 related complaints on breaches of regulations



Maintained all front line **waste** and street scene services



5

prohibition notices served on businesses



35,000

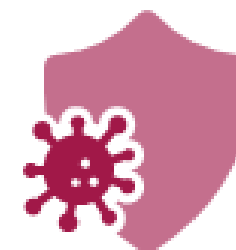
Community Support Handbooks distributed

9,000

subscribers to Brentwood Open (launched with Brentwood Business Partnership to support businesses during COVID-19)



Ensured full **COVID-19** compliance in all communal housing properties



20,000

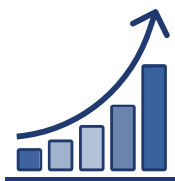
views of dedicated Coronavirus web page on council website

Our key objectives 2021-22



Growing our economy

- Adopt our Local Development Plan following successful examination and consultation on amendments
- Adopt a new Economic Development Strategy to identify our priorities and work plan for growing the economy
- Implement a marketing strategy for our local centres and revive the Discover Brentwood brand to encourage people to visit and do business in the borough
- Develop and publish details for delivering new homes, jobs and facilities in Brentwood Town Centre
- Adopt Dunton Hills Garden Village detailed design guidance
- Submit planning applications for Westbury Road and William Hunter Way redevelopment schemes
- Implement a 'shop local' loyalty scheme
- Invest £125,000 in a Brentwood Borough Council apprentice programme
- Establish an 'Account Management' approach to major and commercial planning applications
- Deliver a parking strategy for council owned car parks



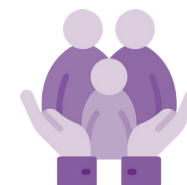
Protecting our environment

- Roll out a programme to deliver over 20 more electric vehicle chargers in the borough
- Develop an Environment Strategy and Action Plan that promotes a cleaner, greener borough
- Progress with Essex County Council the Sawyers Hall Lane Active Travel scheme (school travel)
- Ensure that all new fleet vehicles are electric, where practicable
- Develop a business case to improve the energy efficiency of our council owned buildings
- Support and deliver the planting of 10,000 new trees
- Progress the creation of a zero carbon operations depot to planning stage
- Improve the quality of the street scene through the recruitment of two new supervisors



Developing our communities

- Refresh the 2018-28 Leisure Strategy in light of changes following COVID-19
- Progress construction of new facilities at King George's Playing Field (KGPF)
- Refurbish 3 play areas - KGPF (Senior), North Road and Hutton Recreation
- Progress development opportunities at the Brentwood Centre, including the Football Hub
- Deliver an annual programme of community events (virtually and/or physically)
- Sustain and develop the role of the Community Support Network beyond COVID-19
- Continue to support vaccination and testing programmes at council venues
- Invest £121,000 into community groups
- Develop a support package for local elite athletes
- Establish a Community Leisure capital fund
- Establish a Community Awards Programme



Our key objectives 2021-22



**BRENTWOOD
BOROUGH COUNCIL**

Improving housing

- Develop and encourage schemes that reduce the carbon footprint of both council and private properties
- Review our sheltered housing service to ensure we are providing the homes and services our residents want
- Invest £7.5 million to improve our existing housing stock
- Publish a revised Housing Strategy that outlines plans for the future of council housing
- Invest in additional resource within the Housing Service for compliance and tenant support
- Establish a delivery model to provide additional housing options and reduce homelessness within the borough
- Commence development of 62 carbon free homes at Brookfield Close



Delivering an efficient and effective council

- Launch a new council website, in line with latest accessibility regulations
- Continuation strategy for efficient member working and decision making where appropriate post COVID-19
- Identify further opportunities for beneficial shared service arrangements with other local authority's
- Undertake a legal services review to deliver an alternative service model
- Deliver an organisational review to achieve £426,000 of savings
- Review and produce an updated Asset and Investment Strategy to incorporate council owned assets





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Designed by Brentwood Borough Council

