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| REPORT TO: | CORPORATE & COMMUNITY COMMITTEE |
| DATE: | 4 TH NOVEMBER 2021 |
| SUBJECT: | ANNUAL REVIEW OF THE CORPORATE STRATEGY |
| KEY DECISION: | NO |
| PORTFOLIO HOLDER: | COUNCILLOR NIGEL WELTON |
| REPORT AUTHOR: | SUZANNE ROLFE, INSIGHTS & TRANSFORMATION MANAGER |
| WARD(S) AFFECTED: | ALL |
| EXEMPT REPORT? | NO |

SUMMARY

Boston Borough Council's Corporate Strategy was adopted by Full Council in November 2020. This report provides an opportunity to review the priorities to ensure that they are still relevant and to recommend any changes to the Strategy if required.

RECOMMENDATIONS

To consider whether there are any changes required to the priorities in the Corporate Strategy.

REASONS FOR RECOMMENDATIONS

To contribute to the annual review of the Corporate Strategy

OTHER OPTIONS CONSIDERED

To not carry out an annual review

BACKGROUND

1. Boston's Corporate Strategy was adopted by Full Council on 23rd November 2020, following consultation with stakeholders including Corporate & Community Committee.
2. The Strategy is published on the website at: <https://www.mybostonuk.com/wp-content/uploads/2020/11/Corporate-Strategy-2020-to-2024.pdf>
3. The 4 priorities are:
 - Priority 1 – People Focused (Our Main Priority)
 - Priority 2 – Future Prosperity, Regeneration and Inclusive Growth
 - Priority 3 – Environmental Awareness and Accountability
 - Priority 4 – Delivering high quality services and maximising use of technology to support residents
4. The Annual Delivery Plan, setting out the key objectives and achievements for 2021/2022 is published on the website at: <https://www.mybostonuk.com/wp-content/uploads/2021/07/Annual-Delivery-Plan-2021-22-All-Services.pdf>

REPORT

1. The introduction to the Corporate Strategy mentions the context at the time, around Covid-19, Towns Fund and the strategic alliance with East Lindsey District Council. Even if there are no amendments required to the priorities within the Strategy, the introduction will require updating to reflect a more up-to-date position including the new Partnership with South Holland District Council and East Lindsey District Council.
2. The Corporate Strategy sets out 4 priorities. These are set out below for review by Corporate and Community Scrutiny Committee to consider whether or not these remain the right priorities for the Borough.

Priority 1 – People Focused (Our Main Priority)

Boston – Live, Work and Visit – Amazing Place to Live

We want Boston to be a place where people want to live, a place where they can thrive in their local communities, feel safe, secure, healthy and welcome.

We will:

- Help ensure our community continues to feel safe by maintaining our existing community safety funding/resources.
- Invest and support growth to meet local housing needs by co-funding affordable housing delivery.
- Educate and enforce to improve the quality of rented properties in the Borough.
- Provide affordable and accessible leisure opportunities for all.
- Work in partnership to deliver improved transport networks, both road and rail, particularly to Lincoln as well as other cities.
- Work in partnership to secure excellent broadband to all homes in the Borough.

Fantastic Place to Work – We want people to THINK BOSTON, Think Business

We will:

- Make Boston a healthy and safe place to work.
- Promote growth and infrastructure including improved rail, road networks and waterways.
- Work with utility companies to ensure that local infrastructure is fit for purpose (i.e broadband, electricity supply and mobile phone networks)
- Promote Boston's economy, industry and opportunities.

Memorable Place to Visit – VISIT Boston

We want Boston to be a diverse and vibrant town to explore and discover, with a range of quality national and independent shops, wonderful dining experiences and a unique history and heritage. We want to build on this to further develop the visitor economy and position Boston as a leading visitor destination.

We will:

- Manage and enhance the heritage assets of Boston to increase tourism.
- Seek new opportunities to encourage visitors to Boston through culture, arts, events and sport.
- Increase the promotion of Boston as a visitor destination and improve its public spaces.
- Work with external agencies towards achieving water level management on the Haven through the town.

Priority 2 – Future Prosperity, Regeneration and Inclusive Growth

As a regional sub-centre of the county, we want to grow Boston's economy to ensure it remains a thriving town where people choose to live, work and visit. In doing so it is important we understand the needs of our communities and achieve growth in a way that is inclusive.

This includes ensuring the Council is fit for purpose and maintains its robust financial governance, remains financially sustainable and continues its journey towards becoming truly commercial.

Sustainable Economic Growth

We will:

- Support existing business.
- Further develop our relationship with the port to support its growth and increase international trade links.
- Ensure potential investors recognise Boston as a Borough open for investment.
- Signpost opportunities for funding, partnering, learning skills and business growth support.
- Promote skills and enterprise through partnerships with education providers and businesses.
- Use available evidence to inform the decisions we make about growth initiatives.

Inward Investment

We will:

- Promote and facilitate inward investment by working with strategic partners to make Boston a location of choice.
- Work with Boston Town Deal Board to prepare the Investment Plan and interventions and deliver the identified projects.
- Develop the bold investment plan and explore delivery models for the PE21 ambition.
- Equip the town centre to adapt to behavioural change and economic growth more generally, including developing the retail experience.
- Implement the Local Plan and undertake specific master planning and policy reviews to support delivery of growth within the Borough.

Promote Boston's Potential

We will:

- Promote Boston regionally, nationally and internationally as a place to live, work and visit.
- To continue to develop existing commercial and other arrangements to further promote Boston internationally.
- Promote trade and tourism opportunities created by the multinational community of the area.
- Promote Boston as a visitor hub for the area.
- Develop our membership of the New Hanseatic League (Die Hanse), to promote tourism in Boston Borough and Lincolnshire in general.
- Build on the transatlantic relationship with Boston USA.

Priority 3 – Environmental Awareness and Accountability

The Council declared a climate change emergency in January 2020, committing to reduce the Council's carbon footprint and become net zero carbon in advance of the timetable declared by UK Parliament. The Borough Council will play its role to ensure we begin to reverse the impact on climate change. We will encourage others to follow our example and be more environmentally aware.

We will:

- Develop a Carbon Reduction Plan for the Council to achieve the target agreed.
- Ensure that every service and policy deliver on the climate change commitments of the Council to support positive environmental impact on the Borough.
- Proactively educate and enforce against environmental crime, such as fly tipping and littering, to both protect the environment and keep the Borough clean and tidy.
- Work with partners to encourage the community to produce less waste and recycle more.
- Be climate aware and spearhead the change in thinking about the impact that our actions have, not only on the local environment here in Boston but also on the entire planet.

Priority 4 – Delivering high quality services and maximising use of technology to support residents

There is continued pressure on funding to Local Government, whilst at the same time the demand is increasing for many of the services we deliver. Making use of the latest technology will increase the efficiency of our services so we can deliver more for our communities. There is also the opportunity to be more creative in the ways we generate income to fund our core services.

We will:

- Make better use of technology and data to reduce costs and improve performance and efficiency.
- Produce and deliver a Workforce Development Strategy that supports the delivery of the Corporate Strategy.
- Seek new and more creative ways to generate income to support the Council's ambitions.

FINANCIAL IMPLICATIONS

No financial implications specific to this report

LEGAL IMPLICATIONS

No legal implications specific to this report

CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

Priority 3 of the Corporate Strategy

EQUALITY AND SAFEGUARDING IMPLICATIONS

No equality and safeguarding implications specific to this report

OTHER IMPLICATIONS

None

CONSULTATION

Consultation with the Corporate & Community Committee

APPENDICES

None

BACKGROUND PAPERS

No background papers as defined in Section 100D of the Local Government Act 1972 were used in the production of this report.

CHRONOLOGICAL HISTORY OF THIS REPORT

This report has not been previously considered by a Council body

REPORT APPROVAL

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