

Brentwood 2025



BRENTWOOD
BOROUGH COUNCIL

2021-2022 Annual Review

Where everyone matters



2021 - 2022 Annual Review



**BRENTWOOD
BOROUGH COUNCIL**

Growing | **Protecting** | **Developing** | **Improving** | **Delivering**

Welcome



Councillor Chris Hossack
Leader of the Council

As we continue to face the financial challenges of a significant reduction in income during Covid and government grants continuing to decrease, we have not stopped in the continuance of the delivery against our corporate strategy objectives.

Our Corporate Strategy illustrates that we have already factored in plans to address these challenges. We haven't stood still, we haven't cut services and we have held true to our word to do things differently, innovatively and in partnership with others, including our strategic partnership with Rochford.

As this annual review highlights, we are starting to see the positive outcomes of plans which are based on five key priorities:

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

Just a few of the highlights of the year have been our biggest ever Brentwood Business Showcase where we also launched the Brentwood Environmental Business Alliance. We held the inaugural Stars of Brentwood community awards; we progressed our housing regeneration projects such as Brookfield Close and distributed millions in business support grants that have been vital in helping businesses recover from the pandemic. We continued to support community events and mental health projects, and opened new play areas across the borough, not least all the exciting new leisure facilities at King Georges Park. These are just a few examples of big projects that have been delivered over the year.

In November the organisation underwent a Local Government Association Corporate Peer Review Challenge, which was overwhelmingly positive. They acknowledged how much we have achieved, particularly during the last two difficult years. They have made some recommendations that the organisation will respond positively to over the next 6 months.

Looking to the year ahead, we will see more progress on our climate change strategy, our strategic housing development programme, encouraging further economic growth and starting a significant project of redevelopment for the Baytree Centre.

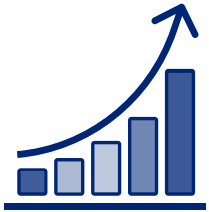
It will be another packed 2022, with the theme of maximising and creating opportunities to strengthen Brentwood's place as one of the most sought-after places to live in the UK.

Councillor Chris Hossack
Leader of the Council

Our key priorities

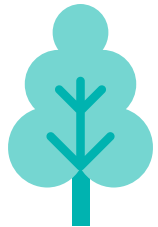


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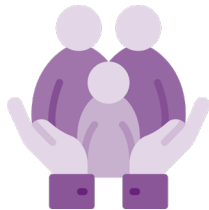
Growing our economy

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 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

Our key objectives 2021-22

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

Key objectives achieved 2021-22

Adopted at Extra Ordinary Council on the 23rd March 2022

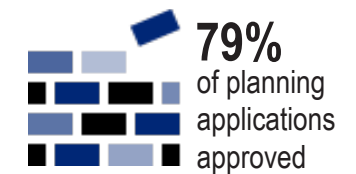
Strategy adopted November 2021 with a supporting work programme that identifies objectives to deliver corporate priorities for economic growth

New Discover Brentwood brand created in 2021 informed by marketing evidence (Place Audit etc), and linked to rollout of Click It Local and loyalty/reward scheme, plus marketing video launched

Preparing Town Centre prospectus, linked to Economic Development Strategy. Baytree Centre brief completed and initial public consultation undertaken in 2021

Design guidance consultation in summer 2021 informed by award winning co-design process. Approval subject to LDP adoption, now completed

Other achievements



Provided over **£50m** to local businesses through support grants and rates relief



Dunton Hills Garden Village community engagement shortlisted for 2021 Planning Awards



How you can help

- ✓ Shop locally
- ✓ Support local businesses

Growing our economy

Growing

Protecting

Developing

Improving

Delivering

Our key priorities

Encourage the creation of new enterprises and inward investment

Our key objectives 2021-22	Key objectives achieved 2021-22
Submit planning applications for Westbury Road and William Hunter Way redevelopment schemes	Westbury Road planning application submitted December 2022. Work on options for William Hunter Way progressing alongside Baytree Centre redevelopment
Implement a 'shop local' loyalty scheme	Loyalty/reward scheme launched July 2021
Invest £125,000 in a Brentwood Borough Council apprenticeship programme	Apprentices recruited and in post
Establish an 'Account Management' approach to major and commercial planning applications	Gearing up for growth project underway to review Development Management processes and resources alongside use of new LDP policies
Deliver a parking strategy for council owned car parks	Consultant working through the process to deliver a Parking Strategy, consultation still ongoing before a final draft is presented to members for consideration

Other achievements

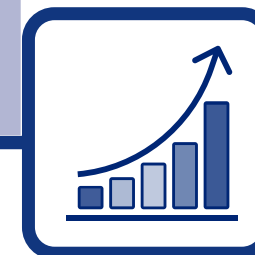


Over **3,000** Building Control site inspections undertaken



Held the **5th** annual Brentwood Business Showcase, our biggest and best yet

32 local businesses using the Click It Local online shopping platform



Protecting our environment

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

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 2021-22	Key objectives achieved 2021-22
Rollout a programme to deliver over 20 more electric vehicle chargers in the borough	Phase 1 of delivery of EV chargers in Council Car Parks are set for late spring 2022. Working with Essex County Council to implement EV Chargers to on-street
Develop an Environment Strategy and Action Plan that promotes a cleaner, greener borough	Climate and Sustainability Officer employed. Strategy agreed at the Environment, Enforcement & Housing Committee in March 2022
Progress with Essex County Council the Sawyers Hall Lane Active Travel scheme (school travel)	Scheme agreed with Essex County Council awaiting start date
Ensure that all new fleet vehicles are electric, where practicable	On-going roll out programme in place with vehicles considered when coming up for renewal. Three Electric Vehicles already leased making a total of five being used.
Develop a business case to improve the energy efficiency of our council owned building	Local Authority Delivery Scheme joint funding bid agreed with Essex County Council. Climate and Sustainability Officer working with Housing and Assets to progress the development of Council buildings to become carbon efficient
Support and deliver the planting of 10,000 new trees	Planting schedule for the borough has been drawn up with 7000 trees planted
Progress the creation of a zero-carbon operations depot to planning stage	Working up plans with appropriate consultants with a report to members in summer 2022
Improve the quality of the street scene through the recruitment of two new supervisors	Two new supervisors have been recruited who will assist with the performance monitoring and monitoring the quality of service provided by refuse, street scene and countryside service

Other achievements

Co-wheels car club introduced



Electric Scooter pilot



Secured £749k funding to retrofit houses

500+ fly tips cleared



EV charging pilot, and subsequent Phase 1 rolled out

How you can help

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

Developing our communities

Growing

Protecting

Developing

Improving

Delivering

Our key priorities

Our key objectives 2021-22

Key objectives achieved 2021-22

Refresh the 2018-28 Leisure Strategy in light of changes following COVID-19

Approved in June 2021

Progress the construction of new facilities at King George's Playing Field (KGPF)

Splash pad and adventure play completed and ready to open. Pavilion opened in March 2022

Refurbish 3 play areas – KGPF (Senior), North Road and Hutton Recreation

KGPF Senior Play Area due to be completed Spring 2022. Hutton Recreation Play Area completed

Progress development opportunities at the Brentwood Centre, including the Football Hub

Planning to be submitted May 2022 for Football Hub. New contract in place for the management of the Brentwood Centre until 2023

Deliver an annual programme of community events (virtually and/or physically)

Calendar of events approved June 2021 with events delivered

Sustain and develop the role of the Community Support Network beyond COVID-19

Community Services working with Hub partners to maintain and sustain this group

Continue to support vaccination and testing programmes at council venues

Booster vaccinations are being given and continues from the Brentwood Centre to March 2022

Invest £121,000 into community groups

Funding has been allocated to community groups

Develop a support package for local elite athletes

Working with partners to develop support package

Establish a Community Leisure capital fund

Capital growth bids now being considered in the current budget cycle

Establish a Community Awards Programme

Event held at Brentwood Centre on 21 October 2021

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

Other achievements



730 Out of hours calls to CCTV

Approximately **500** control room assists using CCTV to detect crime & ASB

Responded to **204** incidents of ASB



600+ hours of patrols (out of hours)

Community Connect support trailer launched

Approximately **2000+** site inspections borough wide (flytipping, waste etc)



£91,973 of discretionary funding awarded to 35 not-for-profit organisations for community and health projects

Approx **10,000** people safely attending **23** community events



Brentwood 2025

Corporate Strategy 2021-2022 Annual Review

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Improving housing

How you can help

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

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 2021-22

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 resources within a 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

Key objectives achieved 2021-22

In progress as part of Brookfield Close development. Discussions with partners on privately owned assets

In progress, reviewing current service provision from a management and asset perspective

Budget available in 2021/22 for investment as part of the HRA 30-year Business Plan

The Housing Strategy was approved in March 2021

Resource included within HRA budget. Tenants to be supported following survey to collate baseline data which will inform the ongoing tenant & leaseholder engagement programme

YMCA purchase of the old Foyer now complete. Small sites scheme and partnership with London Borough of Newham still progressing

Planning application approved with Landlord Offer in progress. Development to commence September 2022

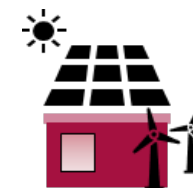
Other achievements

203

Estate Inspections carried out



2 Planning applications approved for 65 carbon neutral homes and 3 new homes delivered



10,988 Repairs attended to including 1988 emergency repairs



696 housing advice requests

11,668 rent reviews



81 Safeguarding referrals completed



How you can help

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

Delivering an efficient and effective council



Our key priorities

Our key objectives 2021-22

Key objectives achieved 2021-22

Launch a new council website, in line with latest accessibility regulations

The new website was launched in June 2021

Quality customer service

Continuation strategy for efficient member working and decision making where appropriate post COVID-19

Reviewing in line with current legislation. Hybrid and remote meetings facilitated for non-decision-making meetings

Efficient and effective delivery

Identify further opportunities for beneficial shared service arrangements with other local authority's

Approval in January 2022 for the creation of a formal strategic partnership between Brentwood Borough Council and Rochford District Council with a joint Chief Executive

Maximising opportunity

Undertake a legal services review to deliver an alternative service model

Legal Service review in progress and external legal providers have been engaged to ensure an efficient provision of services to the Council

Deliver an organisational review to achieve £426,000 of savings

Senior Leadership Team and Extended Leadership Team phases completed

Review and produce an updated Asset and Investment Strategy to incorporate council owned assets

Strategy approved at the Policy, Resources and Economic Development Committee in March 2022

Other achievements



187 weddings held at Town Hall

6 Commercial leases at the Town Hall



New Procurement Strategy Approved

56 Council/Committee meetings held



Town Hall reception reopened

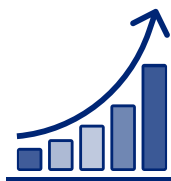


Our key objectives 2022-23



Growing our economy

- Deliver an uplift of new homes and jobs, realising the benefits of the new Local Development Plan and beginning a plan review for strategic growth beyond 2033
- Create a Community Infrastructure Levy to secure funds from new development for local services and infrastructure
- Deliver a programme of enlivenment events that boost footfall in our high streets
- Publish a joined-up vision for Brentwood Town Centre, advancing the agreed aims from the Economic Development Strategy, High Streets Conference and Parking Strategy
- Investigate the creation of a Business Improvement District to lead on town centre investment with the Brentwood Business Partnership



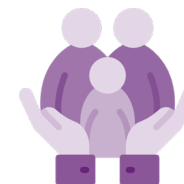
Protecting our environment

- Develop an Environmental Strategy for the borough
- Continue to implement phase one of EV Chargers Roll Out in Council Car Parks and pursue on-Street EV chargers with Essex County Council
- Implement the Tree Planting Programme landscapes as part of future planting and planning applications, and encourage involvement in tree planting from volunteers and schools
- Develop management plans for Brentwood Borough Council's Country parks to include biodiversity and education
- Promote and work with environmental, regional bodies including other Councils and ASELA to develop wider cross boundary initiatives that influence a positive change towards the environmental agenda



Developing our communities

- Launch the King Georges Pavilion, Splash Pad, Adventure Play, Tag Active, Sensory Room and senior children play area at King Georges
- Progress the Football Hub to procurement stage, submission of funding bid and the start of the development
- Deliver an annual programme of community events, engagement opportunities & initiatives
- Develop ideas and initiatives to support families through the 'cost of living' crisis
- Work with leisure providers to engage seldom heard groups and those on low income to make physical activity more accessible
- Develop the role of the Community Support Network & Strategic Partnership Working by reaching out to Voluntary, Community and Faith groups
- Develop a civic crowdfunding platform that will assist in the development of community initiatives



Our key objectives 2022-23



Improving housing

- Carry out an independent review of the housing service against the Regulator of Social Housing's Standards (as set out in the new Social Housing Regulation Bill).
- Implement a comprehensive engagement and communications strategy to build a relationship of respect and trust with our residents. We will listen to our residents, co-design services and use customer feedback to drive continuous improvement.
- Ensure our homes are safe, well-maintained and energy efficient. Introduce active asset management principles to make sure that our stock investment programmes take a planned approach that delivers value for money. Improve customer satisfaction with responsive and planned maintenance.
- Ensure building safety compliance across the housing stock: fire safety; gas servicing; asbestos; electrical safety; mechanical & electrical; and water quality.
- Continue to develop low carbon energy efficient solutions for our homes to tackle climate change and reduce household energy bills.
- Maximise the number of homeless preventions, thus reducing the burden on existing housing stock. Minimise the use of nightly paid temporary accommodation (TA).
- Deliver the council housing development programme 22/23 milestones. Evaluate further opportunities to increase the pipeline of new homes.



Delivering an efficient and effective council

- Identify further opportunities to optimise the partnership with Rochford District Council to identify shared services to deliver an alternative service model.
- To complete a local electoral review of Brentwood with the Boundary Commission
- To deliver savings identified of £1.3m within the Medium-Term Financial Strategy
- Submit planning applications for the phase 1 redevelopment of the Baytree Shopping Centre and part of the Childerditch Industrial estate
- Act as the lead authority for the Association of South East Local Authorities for the procurement of the full fibre project to link 192 public sector community facilities
- Implement Peer Review Action Plan, following recommendations received during the Corporate Peer Challenge in November 2021.





BRENTWOOD BOROUGH COUNCIL

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Designed by Brentwood Borough Council

