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# Our City Priorities



# Our City Priorities





# The Economy & Inclusive Growth

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# The Economy & Inclusive Growth: The Facts

Maximise economic growth and prosperity in an inclusive and environmentally sustainable way

The local economy grew by

**24%** between  
2015 - 2019



We collected over

**92,000** tonnes of waste  
last year



It is projected that the  
number of adult social care jobs  
will need to increase by

**37%** (2,500 jobs)



**60%** of residents

are of working age -

**77%** (93,300) of those are economically active



We are a

**gigabit city**



One of the first to benefit  
from super fast broadband

**Peterborough**

has a diverse and robust economy  
and is one of the

**fastest growing** cities in the UK



**Peterborough** is among

one of the top **15** cities

for the highest number of business start-ups



In **2021** there were over

**9,400** businesses in  
Peterborough



Unemployment in Peterborough is at its

lowest since **1974** and the city has

the UK's **second highest** rate of job growth



Provisions have been made  
for a further

**19,440** new homes  
by 2036



The average commute takes less than

**22** minutes



**1,200** homes have been built  
in the last 12 months





# The Economy & Inclusive Growth: Our Promises

Maximise economic growth and prosperity in an inclusive and environmentally sustainable way

**We will enable more affordable Homes for local people** – by encouraging the building of new homes, ensuring the quality of existing homes, tackling and preventing homelessness, and making sure our most vulnerable residents have a home. We will meet housing need and provide for our growing population, with Peterborough remaining a place where people can afford to put down roots, raise their family, and grow old in dignity. People will live in decent, safe conditions, in communities where homelessness is prevented wherever possible, and where suitable accommodation is available for vulnerable groups of residents to enable as many as possible to live well independently, including optimising the use of technology to support people to live in their own homes.

**We will attract well paid Jobs for our thriving and inclusive local economy** - supporting residents to sustain existing work and access new opportunities in and around Peterborough. We will facilitate the process of providing new jobs in the City, as part of shaping a thriving and diverse local economy based around encouraging key growth sectors including social care as well as improving the overall quality of work in the economy. We will do everything we can to ensure that local business drives economic development and that local residents benefit from this, with opportunities to train and develop new skills and to take up new job opportunities in the City and the surrounding area, particularly those facing labour market disadvantages and needing extra help.

**We will make sure our Places are attractive and vibrant** – people will live in attractive and vibrant neighbourhoods. We will lead regeneration in and around our City with the aim of shaping fantastic new places with homes, jobs, infrastructure and community spirit that each become distinctive destinations.

**We will treat our Environment with respect and as a valuable asset for inclusive growth** – we will ensure a decarbonised, local energy system, energy efficient homes and buildings, and a green local environment. We will play our part in addressing the climate crisis by transitioning to net zero carbon, leading as a Council for our own assets and then our City as a whole. This transition will take time and not be painless, but we see huge opportunities to generate new sources of jobs and prosperity, alongside improvements in the quality of life of our residents.

# The Economy & Inclusive Growth: Our Plans

Maximise economic growth and prosperity in an inclusive and environmentally sustainable way

## Priority Outcomes

### Jobs & Money

- Reduce poverty and inequality by attracting good paying jobs whilst working together with our City Partners to increase employability for those who need it most
- Support existing and new businesses to make it easy to invest and grow in our City in a way which ensures that everyone benefits
- Enabling our most vulnerable residents to live healthy and independent lives whilst upskilling and attracting more workers into the local care sector

### Homes & Workplaces

- Enabling more new and more affordable homes for purchase or rent, and the improvement of existing properties
- Make suitable housing available to everyone, including quality standards in the private rented housing sector
- Enable safer and more independent living for our most vulnerable residents and those who require additional support. This includes finding permanent, safe and stable homes for our children and young people in care
- Prevent homelessness across the city whilst reducing the requirement for the use of temporary accommodation
- Enable more facilities and flexible office and co-working spaces to meet the needs of new and expanding businesses

### Environment

- Deliver on our aspirations to become a net-zero Council and City
- Increase recycling and reduce fly tipping
- Provide safe and green spaces for residents to both socialise and exercise offering both health and social benefits
- Cut congestion and promote walking, cycling and the use of public transport and reduce the need to travel by car



# The Economy & Inclusive Growth

## Our Plans

Maximise economic growth and prosperity in an inclusive and environmentally sustainable way

### How we measure progress

#### Jobs & Money

- The net number of new jobs created per year
- A range of poverty indicators
- Average weekly earnings
- Employment rate
- Proportion of people claiming 'in-work' benefits
- Numbers of businesses in the city
- Business start up's & survival rates

#### Homes & Workplaces

- The number of new homes and affordable homes built in each financial year
- Levels of homelessness, prevention, temporary accommodation
- Suitable accommodation for vulnerable residents
- Tracking progress against our Local Plan
- Supply of commercial and industrial space
- Quality of Private and Social rented sector accommodation
- Proportion of homes meeting energy efficiency rating D and above

#### Environment

- Reduction in CO2e of Council owned assets and activities
- Levels of car use and alternative / renewable travel options
- Maintaining quality of parks and open spaces
- Number of EV charging points
- Waste recycling and fly tipping rates
- Energy efficiency schemes of new and existing housing





# Our Places & Communities





# Our Places & Communities: **The Facts**

Create healthy and safe environments where people want to live, invest, work, visit and play

We're

**GROWING**



We have a population of over 215,000 -  
that's an increase of over 30,000 people in the last

**10** years



There are over

**50**

miles of cycleways,  
bridleways and footpaths



**Peterborough** continues to have one of  
the highest birth rates in the country



Peterborough has a diverse and multicultural  
community



There are over

**100** languages spoken across the city

In 2020, the population of those  
not born in the UK was

**45,000** (22.3%)



Less than



**1%**

of our principle road network  
requires maintenance

# Our Places & Communities: **Our Promises** APPENDIX B

Create healthy and safe environments where people want to live, invest, work, visit and play

**Together we will create a healthier future** – we will ensure our children are ready to enter education and exit, preparing them for the next phase of their lives while creating an environment that gives everyone the opportunity to be as healthy as they can be. We will reduce poverty through better employment and better housing and promoting early intervention and prevention measures to improve mental health and wellbeing and be part of the integrated care system work with primary care, the NHS and the voluntary sector to develop an integrated neighbourhoods approach.

**We will make sure our communities are safe and that vulnerable people are protected from harm** – by working alongside our public, private, voluntary, community and faith sector partners, we will play our part in reducing and preventing crime and anti-social behaviour, protect and prevent further victims of harm caused by, for example, domestic abuse, and support communities to be self-reliant and supportive.

**We will make sure our Places are safe and resilient** – people will live in safe and resilient neighbourhoods. We will invest in physical and social infrastructure to shape green and clean places and enable resilient communities. In the short-term, as these plans emerge, our top priority remains the condition of local neighbourhoods and the experience of living there, in particular things like clean street scenes and perceptions of safety.

**We will ensure residents and visitors have access to culture, heritage and leisure facilities** – working closely alongside our partners to ensure a vibrant mix of diverse opportunity for leisure and recreation, celebrating Peterborough's rich history and heritage, and focused on continuing to shape our identity and enhance community integration.



# Our Places & Communities:

## Our Plans

Create healthy and safe environments where people want to live, invest, work, visit and play

### Priority Outcomes

#### Places & Safety

- Strong Partnerships to help co-ordinate communities rethink local delivery whilst using the third sector, volunteers and community groups to make our places safe, green and healthy. This includes maintaining our focus on supporting people with care and support needs locally
- A Culture, Heritage and Leisure offering that meets the expectations of our residents, visitors and business and with a vigorous mission to promote our City's past and its' connection to the present and future
- Re-imagine our inner-City street scene and workplaces, and maintaining and promoting our public places including our transport network
- Treat our parks and open spaces as assets where people want to work, visit and play
- A community-based enforcement and safety service to promote civic pride and to shift the behaviour of those who act irresponsibly or without due regard for others

#### Lives & Work

- Seamless working between us as a Council, our residents, city developers and businesses to ensure we all work towards joined up priorities
- Ensure workplaces are safe from harm to ensure business can thrive, workers feel safe, and residents can enjoy
- Improve the living conditions for residents in our most deprived neighbourhoods
- Enable a more mobile and healthy work and life through digital inclusion and our planning processes for getting in and around the City
- Create a dynamic and diverse night-time economy that offers safe and vibrant opportunities for social interactions

#### Health & Wellbeing

- Achieve better outcomes for our Children
- Reduce inequalities in preventable deaths before the age of 75
- Increase the number of years that people live in good health
- Build and invest in rewarding careers for people in social care

# Our Places & Communities: Our Plans

Create healthy and safe environments where people want to live, invest, work, visit and play

## How we measure progress

### Places & Safety

- Levels of Anti-Social Behaviour, Domestic Abuse and Violence
- Perceptions of crime and feelings of safety
- Footfall levels in the City Centre
- Culture & Leisure and visitor numbers

### Lives & Work

- Business regulatory compliance rates
- Occupancy of city centre and market
- Gigabit broadband coverage and take up
- City centre events and footfall

### Health & Wellbeing

- Year 6 children who are at a healthy weight
- Percentage of children 'ready for school'
- Percentage of adults living independently for longer in their communities
- Adults accessing and successfully completing drug and alcohol treatment services
- Eligible population taking up NHS Health Checks (cardiovascular)
- Hospital admissions for alcohol-related conditions
- Smoking Prevalence in adults





# Prevention, Independence & Resilience







# Prevention, Independence & Resilience: APPENDIX B The Facts


Help & support our residents early on in their lives and prevent them from slipping into crisis

In the last financial year there has been a  **14%** increase in the number of people of working age supported by the Council with long term care and support needs

**35%** of pupils speak a language other than English 

There are currently over **2,000** people with long term care and support needs supported by the Council, with the ONS  estimating that **the same amount again** are funding their own care and support in the city

There are currently **60** primary schools  and **12** secondary schools in Peterborough

Over the last **10** years there has been a **24%** increase in children under 15 years 

Peterborough ARU will be open its door to over  **2,000** undergraduates in September 2022

# Prevention, Independence & Resilience: APPENDIX B Our Promises

Help & support our residents early on in their lives and prevent them from slipping into crisis

**We will ensure every Child gets the best start in life** – with more children and young people in care finding permanent, safe and stable homes and where all care leavers can access a good, enhanced local offer that meets their health, education, housing and employment needs.

**We will provide Education & Skills for All** – with a plan our parents, employers and communities can get excited about and where all children and adults can attend and achieve in inclusive, good quality local schools and education. More young people will be supported to achieve success in adulthood through higher, further education and access to employment. Families with children who have Special Education Needs or Disabilities (SEND) will have access to a good local offer in their communities that enable them to live independently and to live their lives to the full.

**We will support and care for our older residents and our residents with long-term care and support needs** – personalised and where people stay connected to their local communities. We will make sure that transitioning between health and social care services is seamless and works well. We will enable a range of options for support and maximise the choice and control people have in their day to day lives. We will work with our expert users to make information and advice accessible to all.

**We see Safeguarding of our most vulnerable residents as a priority** – the young and adults at risk are safeguarded in the context of their families, peers, schools and communities. Our children, young people, and their communities benefit from a whole system approach to tackling the impact of crime. We have zero tolerance to domestic abuse and will drive local action that tackles underlying causes, challenges perpetrators, and empowers survivors.

**We will support individuals and families during the cost-of-living crisis** – by providing them with the required breathing space, so they can plan their finances without the pressures of overdue debt. We will reduce levels of debt and associated money issues in our communities through the adoption of an ethical, joined up and data driven approach to the collection, management and prevention of debt. This means making better use of data and insight to support proactive outreach and working more closely in partnership with civil society.



# Prevention, Independence & Resilience: Our Plans

Help & support our residents early on in their lives and prevent them from slipping into crisis

## Priority Outcomes

### Children

- Children and young people are safe from harm and lead healthy lives
- Children and young people are confident, resilient, thrive in their learning and engage positively and actively in their communities
- All young care leavers can access a good, enhanced local offer that meets their health, education, housing and employment needs

### Adults

- React to pressing social challenges and emergencies (i.e. cost of living crisis), providing imminent help & support to those who are most at risk of slipping into crisis
- Long-term care and support when needed is personalised and keeps people connected to their communities
- Ensuring transitions between health and social care services work well
- Find ways to create job opportunities for our most productive generation, then create an environment of hope and a vision and plan that inspires the young to do more and do more locally

### Education & Skills for All

- Narrow the productivity gap within our future City workforce through an education strategy and plan for early and secondary years and a plan our parents and communities can get excited about
- An adult skills offering that meets the needs of our residents and existing and future employers. This includes our residents that are most at risk of exclusion from society

# Prevention, Independence & Resilience: **Our Plans**

Help & support our residents early on in their lives and prevent them from slipping into crisis

## How we measure progress

### Children

- Educational attainment & available school places
- Participation of young residents in programmes provided by the third sector
- Number of care leavers who are in education, employment or training
- Number of Children in care
- Number of Children subject of a Child Protection Plan
- Children in Care and increased proportion of those who are in safe, local in-house foster care
- Care Leavers in Education, Employment or Training
- Number of Children on education health and care plans

### Adults

- Proportion of older people and adults with care and support needs who are supported to live independently for longer in the community
- Percentage of people accessing early help or preventative services
- Percentage of people who find that Information and advice is easily accessible
- Percentage of those able to express desired outcomes who fully or partially achieved their desired outcomes
- Percentage of safeguarding enquiries where risk has been reduced or removed
- Percentage of people receiving reablement services, who successfully prevent, reduce or delay the need for long term care and support

### Education & Skills for All

- Educational standards across the city compared to national levels
- Number of ARU graduates securing local employment
- Percentage of adults in Peterborough who are at graduate level or above
- Percentage children achieving a good level of development at the end of the early-years foundation stage
- Percentage of younger people going into higher education
- Number of apprenticeships and placements students securing employment
- Uptake of vocational learning across all age groups





# Sustainable Future City Council





# Sustainable Future City Council: The Facts

Adjust how we work, serve and enable, informed by strong data and insight capability

The Council has **60** Councillors representing **22** Electoral Wards 


As a Unitary Authority we have nearly **1,900** statutory duties and over


Peterborough City Council has a £434m expenditure budget which funds over

**130** services to  **215,000** residents

Did you know?  We've issued the **£150** energy rebate to

**76,641** households

**130** service areas spread across the council 

There are over **1,300** members of staff  delivering services across the county

Over the pandemic the Council administered  **£123m** of grants to support businesses


Our management is informed - Each night **452** datasets are refreshed providing **165** users with management information 

Last year the Council's net borrowing reduced by **£34m** to **£417m** 

The council has committed to being a net zero carbon organisation by **2030** 

We responded to over **1,100** Freedom of Information requests in the last 12 months 

Over the past 12 months there were in excess of  **4m** views to our website

The council maintains **2,619** assets which range in size and function  We operationally occupy **19** of these

# Sustainable Future City Council: Our Promises

Adjust how we work, serve and enable, informed by strong data and insight capability

**We will deliver value for money for the taxpayer** - is the role of all staff particularly those who manage resources, budgets and our people. For our Finance service this means we will set the environment in which timely financial decisions are made and managed and shaping the associated tools and processes the organisation requires to operate within a reduced financial envelope.

**We will employ capable and values-driven staff** - demonstrating excellent people management, attracting best talent and then support our workforce to be even better. It is the role of us all to manage, develop and deliver and create an environment where leaders create more leaders. For our HR service this means we will provide the organisation with the right plan, tools and processes that enable us to shape a high-performing workforce and one which reflects the make-up of our local community. Our employees are engaged, empowered and supported to deliver their best for residents.

**We will enable participation, work co-operatively and be transparent** - designing co-operative practices into the Council's activities and enabling participation is core to our approach of engaging and communicating with our residents and staff. We will hold dialogues with our City partners, residents and staff, listen and respond and bring our residents closer to us and to what we do. Working with our social sector and communities, we will create a new sense of public pride and participation.

**We will put the customer at the heart of what we do** – providing all our staff with the tools and the ability to deliver excellent customer services. Where we fall short, we have in place mechanisms to gain feedback and then the ability to change our internal processes to create the most effective user experience.

**We will equip our staff with the tools, information and capability to deliver on our priorities** – enabling a more agile and efficient workforce, to effectively deliver services across the entire breath of the organisation. We will adopt a data-driven, evidence-based approach to public service including policy design, strategy development and service delivery. For our IT service and our Data & Insight team this means we will provide the right tools and technology for more integrated service delivery.



# Sustainable Future City Council: Our Plans

Adjust how we work, serve and enable, informed by strong data and insight capability

## Priority Outcomes

### How we Work

- Use new ways of working that will deliver value for money for the taxpayer
- Provide robust and transparent governance and assurance across all our work
- Optimise performance around our people, processes, technology and finance in support of those who depend on how we work

### How we Serve

- Create the right structures to support the delivery of our priorities
- A new culture and values amongst our workforce that is co-operative and breaks down departmental silos
- Put our customers at the heart of everything we do whilst providing excellent services based on their needs rather than our structures
- Provide secure, accessible, usable, and inclusive digital services

### How we Enable

- Embed strong Data & Insight capabilities to enable service delivery around the needs of our residents and to make informed decisions
- A relentless focus on performance with key capabilities in data & insight to enable highly performing services including HR, IT, Finance, Procurement, and Customer Services
- Maximise our assets, resources and capability to enable our priorities and plans
- Invest in and empower our value driven workforce

# Sustainable Future City Council: Our Plans

Help & support our residents early on in their lives and prevent them from slipping into crisis

## How we measure progress

### How we Work

- Achieving financial sustainability through a 3-year financial strategy and a balanced annual budget
- Review of fees and charges each year, making sure service users pay for discretionary services
- Paying suppliers in a timely manner
- Well informed and timely decision-making
- Promoting and buying local and incorporate sustainability into our supply chain contracts
- Staff engagement and sentiment
- Gender and ethnicity pay gap

### How we Serve

- Monitor performance against our priorities and outcomes
- Aim for “one and done” and reduced customer query hand offs
- Digital by default
- Percentage Services available through digital channels
- Residents' survey & sentiment

### How we Enable

- Make our performance and other data & insight available publicly
- Proportion of services with automated management dashboards
- Measure our performance & improvement against outcomes and service delivery
- Staff recruitment and retention





# In the last 12 months, the Council has...

Registered **4,293**  
births



Looked after **380** children in care and supported a further **162** children through adoption and residency placements, providing them with more stability and permanency



Supported **2,631** adults to remain independent in their own home, **2,076** adults with long term care packages, and **537** adults with shorter term reablement care



Seen **84.1%** of schools in the city rated good or outstanding by Ofsted



Cleared up **9,330**  
fly-tips



Supported **553** new households in temporary accommodation, and booked a further **180** rough sleepers into temporary accommodation



Collected **17,625**  
tonnes of  
recycling



Repaired **2,681** potholes, and resurfaced **23** miles of roads



Maintained **565** miles of roads and **723** miles of footways



**281** miles of cycle ways



**366** structures



**24,000** streetlights, and



**114** sets of traffic signals





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