

Identity

We want to build a stronger sense of identity for Bassetlaw as a place to live and work. Our aspiration is to become the greenest and most sustainable district, well recognised for powering the net zero economy.

Over the next four years which is the first phase of delivering our vision, this will be achieved through:

- Progressing and promoting the STEP project as a flagship development in Bassetlaw, turning the 550-acre site into a premier fusion energy and business location.
- Implementing masterplans and Neighbourhood Plans for Worksop, Retford, Harworth & Bircotes and Tuxford town centres, including through the delivery of Levelling Up Fund and UK Shared Prosperity Fund projects.
- Determining the future of the Cottam and High Marnham power station sites by 2025, with the aspiration to bring more high-tech and green energy jobs into the district.
- Improving vacant shop fronts on our high streets, making them more attractive to tenants.
- Launching a Visit Bassetlaw website and a “Rediscover your own backyard” campaign, promoting the best that Bassetlaw has to offer to its residents and visitors.
- Developing a strong brand and identity to market the district.

Skills

Highly-skilled jobs will drive increased wages and living standards. We want Bassetlaw to develop the skills that will be needed to power the UK’s manufacturing industry and green economy, using wage growth to address deprivation and inequality.

Some of the initiatives that will help to deliver this ambition over the next four years include:

- Undertaking a district-wide Skills Audit to identify emerging skills gaps so we can support local businesses to improve their productivity.
- Implementing a new district-wide Skills Strategy, making the most of Bassetlaw’s workforce and maximising the skills of our residents to increase productivity, enable economic growth and support social inclusion.
- Expanding course availability within the new Bridge Skills Hub and developing clear sector specialisms.

- Securing funding for a 'job shop' within the new Skills Hub to offer local residents help with finding a new job.
- Ensuring new inward investment into Bassetlaw is tied to apprenticeship and skills training.
- Setting-up 'Bassetlaw Apprenticeships' to manage the quality and quantity of apprenticeships across the district.
- Working with Bassetlaw businesses to establish an 'education covenant', ensuring that Bassetlaw children get 100 hours of meaningful work experience by the time they are 16.

Business

With excellent transport links to the M1, the A1 and the East Coast Mainline, Bassetlaw is a great place to do business. By proactively investing in offices, connectivity and supporting infrastructure, we are putting business at the heart of our vision for 2040.

Key actions over the next four years will include:

- Developing an inward investment strategy for business growth to promote Bassetlaw and increase the profile of the district.
- Successfully delivering the UK Shared Prosperity Fund projects, supporting local businesses to grow, innovate and reduce their carbon footprint while supporting social inclusion.
- Investing in more affordable workspaces to attract and support micro business, creative industries, entrepreneurs and tech companies.
- Setting-up new trade hubs across the district to encourage new businesses to test their trade and bring ideas to market.
- Expanding support services for small and micro businesses to encourage growth and help with start-up and marketing costs.
- Establishing a network of key site developers and existing businesses to help build and promote profitable relationships which benefit existing Bassetlaw companies.
- Facilitating investment by simplifying and streamlining the planning process tools at former power station sites.

Environment

We know that the green agenda is increasingly important to local residents and businesses, and the UK as a whole. This is why we will mitigate the impacts of climate change through green energy planning, improving building efficiency and enhancing Bassetlaw's natural environments.

Some of the key ways we plan to improve the district's environmental footprint over the next four years include:

- Implementing a green Local Area Energy Plan for Bassetlaw, enabling controlled growth of energy generation projects across the district.
- Securing biodiversity net gain, management and maintenance by adopting and implementing the new Local Plan and the Environment Act 2021.
- Implementing an emissions strategy to reduce the Council's operational emissions to net zero by 2030.
- Increasing recycling rates by introducing food waste and glass collection at the kerbside.
- Securing funding for a 'one stop shop' for free advice and grants for small businesses seeking to boost renewable energy use and lower carbon emissions.
- Improving the quality and efficiency of Bassetlaw District Council's housing and wider estates by replacing aging housing, improving repairs, reducing the number of empty Council properties and purchasing and upgrading poor-quality housing from the private-rented sector.
- Ensuring that the Council continuously meets the Social Housing Regulator's Consumer Standards.
- Developing a district-wide scheme to promote and enforce minimum standards in the private-rented housing sector.

Facilities for All

We want to ensure that people can access services and amenities no matter where they live in the district. This is why we will promote partner investment in high-quality education, health and other facilities which should be easy for everyone to access.

Key actions that we will initiate or promote with strategic partners such as Nottinghamshire County Council and the Nottingham and Nottinghamshire Integrated Care Board include:

- Delivering new infrastructure across the district by adopting and implementing the draft Local Plan.
- Setting-up community hubs in town centres to bring banking, Post Office, credit union and other essential services together.
- Supporting the delivery of healthy hubs / diagnostic units in prominent public locations to take health and wellbeing services to the public.
- Promoting small public and / or shared transport schemes to improve rural connectivity.

- Pushing for the improvement of the district's digital infrastructure by working with digital and telephony providers.
- Introducing a new Armed Forces Plan for the Council, building on our Armed Forces Covenant Gold Award to ensure key services are accessible to serving personnel and their families.
- Implementing a new 'Customer Experience Plan', ensuring that our residents and customers receive a good- quality, efficient and accessible service when dealing with the Council.

Healthy District

Finally, we don't just want to see Bassetlaw become more prosperous; we also want to see resident lifestyles and health outcomes improve. This is why we are committed to encouraging sustainable living and promoting good mental health and physical health for all.

This will be supported over the next four years by:

- Continuing to invest in the Council's leisure facilities to maintain high-quality local exercise options.
- Encouraging residents to be more active in green spaces through walking, cycling and physical activity in the council's parks and open spaces.
- Running outdoor activities and events in local parks to promote physical and mental wellbeing.
- Promoting health and wellbeing programmes and initiatives, working with local health and education partners.
- Establishing the requirement for a health impact assessment to be completed as part of residential development proposals of 50 or more units, to ensure each scheme promotes healthy place-making.
- Implementing a new Community Safety Plan for the district, including preventative measures to address factors that contribute to risk and vulnerability.
- Minimising the impacts of the rising cost of living on Bassetlaw residents by working in partnership with residents, businesses and the voluntary sector.

Delivering the Vision

Our vision for Bassetlaw is ambitious and will be delivered alongside a range of partners. To enable us to play our part we need to build the capacity, capability and financial resilience of the Council, working with staff to make it a great place to work and build a career.

Over the next four years, as an organisation we will focus on:

- Implementing a new commercial strategy, ensuring the Council is well placed to take advantage of the commercial opportunities that will come with the STEP project.
- Undertaking a local government boundary review of Bassetlaw to ensure that the Council provides equal representation and is reflective of current community ties and identities.
- Improving the recruitment and retention of staff.
- Embedding a positive organisational culture across the Council.
- Developing the concept of the Bassetlaw Manager through a management development programme.
- Ensuring the Council can respond nimbly and effectively to changing priorities by reviewing our constitution.

We will fund the Council's ambitions through:

- Continuing to submit high-quality bids for sources of external funding.
- Expanding the council tax base through the delivery of new housing development.
- Increasing the business rates baseline by attracting new businesses to the area.
- Increasing business rates and council tax collection rates to help fund the Council's priorities.