

Towards 2030 **A Strategy for Mansfield**

Our Plan Refresh 2024



Mansfield
District Council

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Our plan

Foreword

Since our Corporate Strategy was first published in 2019, we have all experienced unprecedented change and challenge. Recent events, including the global pandemic, have challenged our communities and our own services in a way that many of us have never experienced before.

The local response to the pandemic has shown our communities' strength across the district as people worked hard to support others. Whether through the delivery of food parcels, a friendly voice on the phone to someone isolated from family and friends, through to the tremendous efforts of all in the public and private sectors to adapt and continue to deliver services to everyone.

The measures Mansfield District Council (MDC) put in place during this period have created new opportunities to work in different and more agile ways, to forge more resilient and productive partnerships and respond to the uncertainties in order to protect service delivery and the interests of our district and communities.

Dealing with uncertainty has been a consistent feature of the last few years, and we know it will be a feature of the future. MDC knows it will face new challenges and will need to change to respond to those challenges.

This refreshed strategy therefore sets out how MDC will respond to those uncertainties and address the challenges we face both as a council and as a district. It sets out MDC's renewed vision, ambitions and the priorities the council will focus on going forward.



Adam Hill
Mansfield District Council
Chief Executive Officer



Andy Abrahams
Executive Mayor
of Mansfield

Key achievements

Since the adoption of the strategy in 2019 MDC have delivered on and supported several key projects across the district including:

- Adopted the Town Centre Master Plan and Design code that sets the framework for encouraging high quality development.
- Secured £20m from the Levelling Up Fund (LUF) for the Mansfield Connect project – a new civic and community hub in the heart of the town centre.
- Severn Trent's £76m SUDS scheme across the district.
- £7.7m Bellamy Regeneration scheme underway.
- Completed the purchase of White Hart Street buildings and implemented a design competition to regenerate the area.
- Secured £1.3m National Lottery heritage fund to improve the street scape and quality of our important and valued buildings.
- Supported the Safer Streets initiative in Mansfield and Warsop in partnership with the Police.
- Developed the Mansfield Healthy Homes Hub to support residents with complex needs.
- Secured £12.3m through the approved Town Investment Plan to deliver 5 projects including:
 - Destination Mansfield project
 - Destination Parks (Berryhill Park) project
 - Warsop Health Hub project
 - West Nottinghamshire College Future Technology Centre
 - SMART Mansfield project.



Key achievements

- Gained DAHA accreditation in partnership with Women's Aid.
- Provided grants of up to £2,000 to businesses across the district through the Economic Stimulus Fund.
- Provided support to Mansfield business community through advice and guidance including access to wider funding opportunities.
- Delivered £1m Urban greening projects to improve public spaces in the Town centre.
- Mansfield Cultural Services were granted National Portfolio Organisation status.
- Developed a Climate Change Strategy and delivery plan aimed at reducing carbon emissions across the district.
- Developed four Passivhauses family homes.
- Delivered the Bellamy health and wellbeing projects.
- Launched the Mansfield START Portal – a one stop shop for students to receive personalised information.
- Invested in our leisure centres across the district to improve the facilities and introduce carbon reduction and energy saving measures.
- Supported the development of projects and initiatives to tackle food insecurity:

MDC projects:

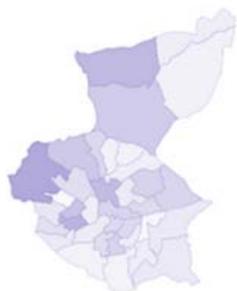
- Mansfield Fuel Bank (operated by Fuel Bank Foundation)
- Mansfield FOOD clubs (operated by Family Action)
- Cost of Living Summit and Roadshows
- Cost of Living webpage and support booklet
- Warm Rooms.

NCC projects MDC supported the delivery of:

- HAF (Holiday Activity and Food Programme)
- Household Support Fund



Our district profile



District

The Mansfield district is an area of 30 square miles (78 sqkm)



Ethnicity

95% of usual residents identified their ethnic group as white.



Population

Mansfield has a population of 110,500 (2021). Between 2011 and 2021, Mansfield's population increased by 5.8%, which was lower than the overall increase for the East Midlands (7.7%) and England (6.6%).



Average earnings

The gross weekly pay (2022, by place of residence) for full-time workers in Mansfield is £540.2, which is lower than the national average (£642.2).



Age breakdown

The median age in Mansfield is 41 years (2021). Median age for England and Wales is 40.

Overall, Mansfield has a similar age profile to the regional and national averages. The proportion of over 65-year-olds in Mansfield is slightly higher than the national average.



Deprivation

Mansfield has particularly high levels of deprivation in terms of education, skills and training, health deprivation and disability, and employment.

Over 50% of LSOAs* (neighbourhoods) in Mansfield are in the top 20% most deprived (deciles 1 and 2) in England for these domains.

Purpose of the strategy

Mansfield has undergone enormous change over the last decade and those changes have resulted in some significant challenges going forward.

Towards 2030: A Strategy for Mansfield, is our response to the changes we've experienced and the challenges we face. It sets out our overall strategic direction, our vision for the future and the ambitions and priorities that we will focus on to ensure we meet those challenges.



Mansfield's vision, ambition and priorities

Mansfield's vision for the district is:

To be an ambitious, caring and confident district where everyone can prosper

Our vision for Mansfield is ambitious. It is designed to underpin everything we do as a council and to ensure the delivery of the vision we will focus on the following themes:



Our communities

Our ambition: Our communities are supported to live safe, healthy and happy lives



Priorities

We will:

- Create opportunities for people to lead healthy lifestyles and be physically active.
- Give communities a voice.
- Protect and safeguard our most vulnerable members of the community.
- Work in collaboration with our Community safety partners to reduce crime and anti-social behaviour.
- Value the diversity of our communities.
- Support people to live independently in suitable, safe and warm homes.

Our organisation

Our ambition: Our communities benefit from a resilient, financially sound and well run council working in partnership



Priorities

We will:

- Deliver robust financial planning.
- Maintain sound governance practices and informed and transparent decision making.
- Deliver value for money services that meet the needs of our communities.
- Provide a positive working environment where staff are proud to work for the council and have opportunities to progress.

Our district

Our ambition: Our communities are proud of the district and promote it as a great place to live, work and visit



Priorities

We will:

- Champion and promote the district and communicate a positive image.
- Manage and make best use of our public spaces.
- Create welcoming town centres and neighbourhoods.
- Deliver a diverse cultural and leisure experience.
- Deliver affordable housing that meets current and future needs.

Our environment

Our ambition: Our communities are protected and benefit from measures to tackle the impact of climate change



Priorities

We will:

- Encourage a net zero infrastructure and green skills.
- Contribute to a net zero infrastructure by minimising our organisational carbon emissions and be ambassadors for change.
- Support and encourage sustainable development with biodiversity.
- Support and encourage sustainable waste management.
- People are supported to have sustainable homes.

Our economy

Our ambition: Our communities benefit from employment opportunities, skills development and investment



Priorities

We will:

- Support the development of infrastructure, embracing technology and technological advances.
- Support employment, training and education.
- Enabling housing growth.
- Support local businesses and encourage national and regional businesses to invest in the district.
- Lead regeneration and renewal to revive key sites.

PLAN

DO

MONITOR

RESPOND

Performance roadmap

Our plan



- Priorities - Mayor and Cabinet
- Council services - CLT

Medium-term financial plan

- Transformation
- Capital Strategy
- Housing Strategy
- Risk and Assurance
- Investment and Asset Strategy

Managed by Head of Finance and CLT

Theme delivery plans

- Key aim
- Actions
- Identified outcomes

Managed by Theme Leads

Service plans

- Set actions
- Set outcomes
- Set KPIs

Managed by Heads of Service

Analyse, report and evaluations

- Monitor progress
- Financial and resource monitoring
- Overview and Scrutiny
- Cabinet
- CLT

Managed by CLT

Q1
Q2
Q3
Q4

Implementation

- Business as usual
- New areas of work programmes and projects
- Actions set in PDRs and 121s

Managed by Heads of Service and Managers

Review and learning

- Analyse performance
- Identify weaknesses and strengths
- Identify areas for improvement
- Implement recommended actions or changes to programmes

Managed by CLT

Refresh

Annual review of our plan

Managed by Head of People and Transformation and CLT

Delivery, monitoring and review

We need to ensure that we deliver our ambitions and priorities and a theme lead has been assigned to each of the themes to co-ordinate the delivery plans.

The diagram below sets out the framework for delivery.

This plan links our priorities directly to our departmental service plans and will be monitored throughout the year against our objectives.

Our communications strategy supports how we engage and inform our different audiences about the work that we do, how we are performing and what we are doing differently to improve outcomes and performance.

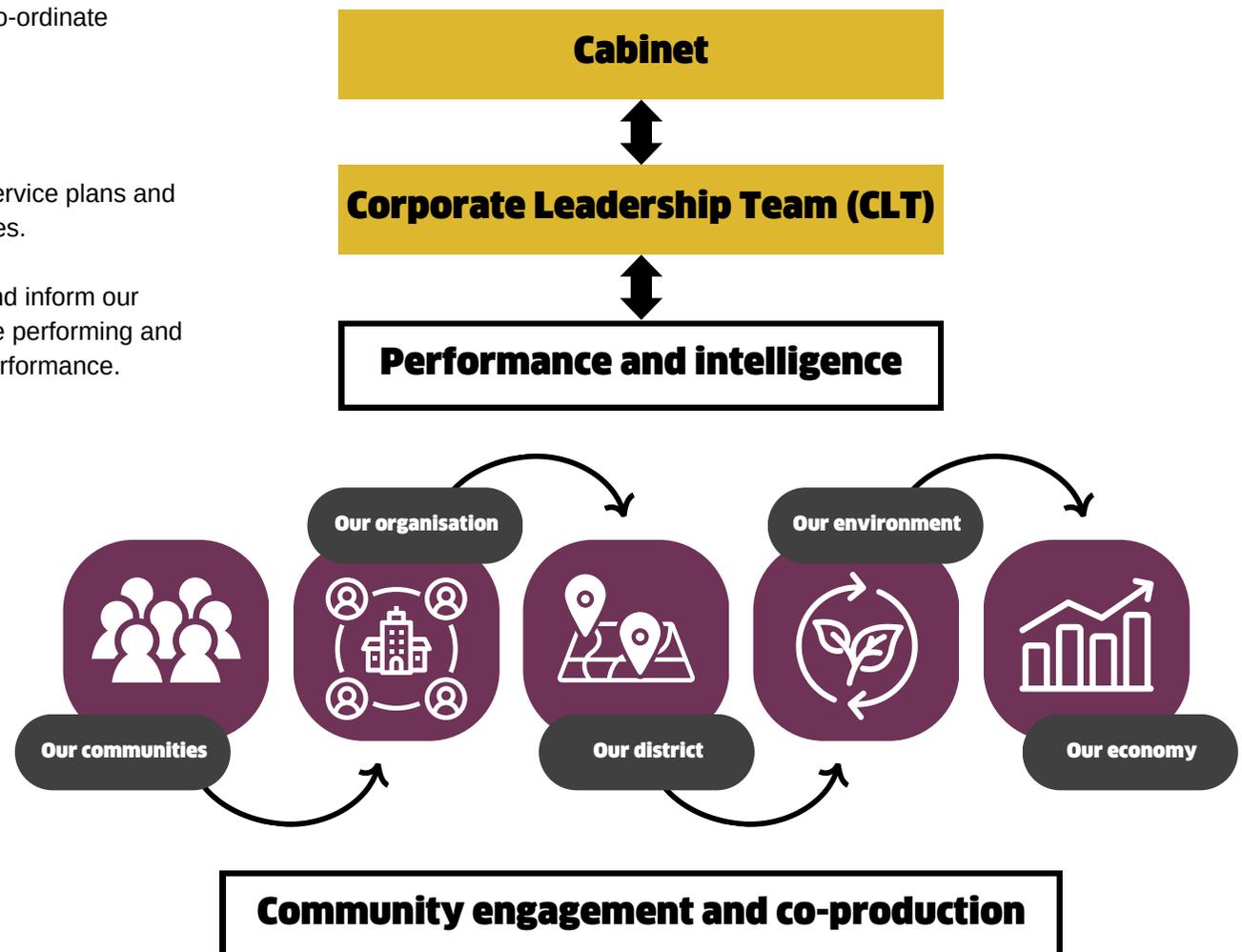
Corporate Leadership Team (CLT)

The progress and performance of this plan will be reported to CLT on a monthly basis. CLT will receive timely updates at high level with the theme lead responsible for detailed performance and management. The actions underpinning the delivery of the council's priorities will sit within individual service plans.

Cabinet

Cabinet will receive a quarterly report and this will be supported with appropriate metrics to demonstrate the impact of the delivery work.

CLT and Cabinet will review the strategy on an annual basis.



Our partners

We can only achieve our ambitions and priorities through greater integration of services and through effective and productive partnerships and the pooling of resources.

Key partners include:

