

# THE COUNCIL PLAN



**Our vision for the  
Stroud District  
2025-2029**



## INTRODUCTION

The Council Plan has been developed collectively by Members, the Strategic Leadership Team and all services across the Council.

The Plan builds on the ongoing actions and successes from the previous Council Plan and is ambitious but achievable. It establishes the strategic direction for the Council and reflects the priorities for the Stroud district over the next four years.

The Council Plan has been built around five key priorities, and these priorities are supported by specific aims, objectives and actions designed to deliver meaningful outcomes for the district. It is not an exhaustive list of everything we will be doing in the next four years, but it sets out the critical activity for the council and ensures this activity is focused through our governance arrangements. Elected Members across political parties will regularly consider progress against each of the aims and objectives over the course of the Plan.

## FOREWORD

Stroud district is a wonderful place to live and visit, with beautiful scenery, vibrant market towns and villages, and a strong sense of community. It's also a dynamic place to work, known for its creativity and climate-conscious outlook, with a thriving business and voluntary sector.

This Council Plan highlights the strengths and challenges we face for our environment, communities, economy and housing, and informed by our priorities, sets out the actions we'll take.

With strong feedback from our communities that they care deeply for the environment, we'll focus on lowering emissions and nature recovery, as well as improving resource use and readying our district for a changing climate.

Fairness is central to our values, and we're committed to tackling economic and health inequalities and putting equality, diversity, inclusion, and equity at the heart of everything we do.

To support a people-centred economy, we'll secure investment in regeneration projects and infrastructure, and to tackle the housing crisis, we'll build affordable low carbon homes and improve the quality and availability of existing properties.

Our plan will also strengthen community engagement, improve council services, and invest in our workforce and technology.

With changes ahead for local government, including reorganisation and funding reform, our strong local partnerships will be more important than ever to help us achieve these objectives.

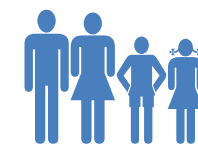
We hope that you enjoy reading the Council Plan and will partner with us in bringing it to life across Stroud district, whether as a business, council, community organisation, or local resident.

**Chloe Turner**  
Council Leader and Green Group Leader



## THE STROUD DISTRICT

47  
years



Average  
(median) age  
of population



121,100  
Total  
population

263  
persons

Population  
density  
per square  
kilometre



52,400  
Number of  
households



15  
Community  
hubs



175  
square miles  
45,325  
hectares

52

Parish and town councils and  
2  
parish meetings

Life expectancy

Women:  
83.9  
years



Men:  
81  
years



51

Councillors elected  
every four years



4,344  
Number of businesses

1.9%  
Unemployment  
rate

61.9%  
Total  
economically  
active

## OUR PRIORITIES & OBJECTIVES

### PRIORITIES

The Council Plan focuses on five distinct priorities...

Environment

Communities Wellbeing

Local Economy

Housing

Working For Our Communities

### OBJECTIVES

Each priority has a set of strategic objectives.

**The Delivery Plan** underpins the objectives and outlines the key projects and activities the council will undertake to deliver our objectives.





## ENVIRONMENT

### AIM 1: TACKLE THE CLIMATE AND ECOLOGICAL EMERGENCY

- 1A.** Lead the transition to net zero carbon emissions and nature's recovery in the district
- 1B.** Ensure the district is prepared for the changes expected from the climate crisis



- 1C.** Enable the development of regenerative farming and land management
- 1D.** Reduce the impact of transport on the environment, by working in partnership and leading by example

### AIM 2: PROTECT AND ENHANCE OUR ENVIRONMENT

- 2A.** Build the district's Nature Recovery Network
- 2B.** Ensure Council-managed open spaces are increasing in biodiversity and contributing effectively to nature's recovery

### AIM 3: ACHIEVE A SUSTAINABLE CIRCULAR ECONOMY

- 3A.** Reduce the quantity of resources discarded as waste and minimise its environmental impact
- 3B.** Reduce the amount of litter and fly tipped waste across the district

#### Councillor Martin Percy - Chair of Environment Committee



You'll see our response to both the climate and nature emergencies runs as a theme throughout this Council Plan, with relevant actions for each of our service areas, along with the co-benefits for Stroud district residents and our local economy that this work brings.

In this first section, we highlight our overall climate action ambition – including a refreshed Strategy, a new decision-making tool and strengthened carbon accounting capability. We also set out our new plans to help our district adapt to a changing climate, and our lead actions to help nature recover and thrive here, in support of the county's Local Nature Recovery Strategy. Some of these plans will see us working closely with fellow members of Climate Leadership Gloucestershire, which has matured into a productive public-sector partnership to drive climate and nature action across our county.



Our other key partnership is with our residents – we see the commitment in our communities to action on climate, nature and our local environment, and we look forward to continued work alongside you.

## COMMUNITIES AND WELLBEING

#### Councillor Martin Brown - Chair of Community Services & Licensing Committee



The health and wellbeing of people in our communities is a key priority for the Council. The aims and objectives within this section set out how we will work to reduce health inequalities, support the vital work of the district's network of community

hubs, and enhance leisure services across the district. It outlines how we will promote and encourage healthy and active lifestyles, including through the services on offer at Active Lifestyles Stroud and Dursley, which are both now in Council management.

Supporting residents, communities, and visitors throughout the district to be and feel safe has a direct impact on the health and wellbeing of the communities we represent. This objective is addressed through the Community Safety Partnership which prioritises addressing anti-social behaviour, violence against women and girls, and building stronger, cohesive communities. These priorities are integral to the Council Plan.

The plan also includes the implementation of our Cultural Strategy through which we will support and promote the wide range of cultural opportunities in the district, a Youth Strategy, which is being developed in collaboration with voluntary organisations, and a new Play Strategy to improve the facilities and opportunities for our younger residents.

All of our work is underpinned by our commitment to equality, diversity, inclusion and equity, and this priority sets out some of the ways in which we will achieve this.



### AIM 1: SUPPORT HEALTHIER COMMUNITIES

- 1A.** Reduce health inequalities in the district through a strategic and evidence-led approach
- 1B.** Develop the provision of accessible and high-quality leisure services across the district



- 1C.** Promote and encourage healthy and active lifestyles

### AIM 2: EMPOWER COMMUNITIES

- 2A.** Support the development of stronger communities
- 2B.** Support residents, communities and visitors throughout the district to be and feel safe
- 2C.** Ensure the district is a place where children and young people are happy, healthy, safe, empowered and ready for the future

### AIM 3: DEVELOP INCLUSIVE COMMUNITIES

- 3A.** Bring and keep communities together through supporting strong cultural opportunities that showcase the district as a welcoming, distinctive and attractive place
- 3B.** Work to always champion equality, diversity, inclusion and equity in everything that we do





## LOCAL ECONOMY

### AIM 1: CREATE A PEOPLE-CENTRED ECONOMY

- 1A.** Continue to build a more sustainable and inclusive local economy
- 1B.** Support community wealth building and community ownership
- 1C.** Support community and locally led renewable energy initiatives to accelerate the transition to a net zero district

### AIM 2: DEVELOP THE DISTRICT AS THE NATURAL PLACE FOR BUSINESS

- 2A.** Be an ambassador for climate conscious start-ups and existing businesses
- 2B.** Promote Stroud district as a sustainable tourism and visitor destination



- 2C.** Increase connectivity and mobility innovation across the district

### AIM 3: DEVELOP THE DISTRICT'S INFRASTRUCTURE

- 3A.** Deliver the council's strategic infrastructure projects to maximise benefits for current and future generations
- 3B.** Support the delivery of key regeneration sites across the district by enabling and influencing significant infrastructure projects and investments
- 3C.** Promote sustainable development by balancing new housing, transport and employment requirements with the necessary infrastructure and environmental protection for the district

#### Councillor Chloe Turner, Chair of Strategy & Resources Committee



This priority is all about supporting communities, businesses, and residents by securing the right investment, infrastructure and development for long-term prosperity.

Inspired by community wealth building principles, we'll work in partnership support the development of skills and training for all ages and across key sectors, secure training opportunities, and strengthen the local economy.

We'll generate renewable energy from our own estate, support community-led initiatives, and expand electric vehicle charging and links to public transport. Major regeneration projects like the Stroud Station Quarter and Brimscombe Port will provide for new low carbon communities and enhance public spaces.

We'll continue to promote the district as the natural place for business through engaging with public and private sector partners.

Stroud district is a great place to visit, and sustainable tourism will be a focus of our work. This will include showcasing the district's waterways and our amazing canal restoration project, as well as the area's rich cultural and natural heritage.



#### Councillor Gary Luff, Chair of Housing Committee



Good quality housing plays a vital role in ensuring our lives are lived well. The benefits to society of investment in housing are manifold, improving health, economic opportunities and social connectedness, all of which contribute to a better quality of life.

We at Stroud District Council are determined that we will play a full role in ensuring that the quality and quantity of homes in our district is enhanced. This includes through our continued commitment to build homes, to support landlords to improve housing standards for private renters, and to encourage owners to improve energy efficiency of homes.



We will work to ensure that our existing housing stock is utilised as effectively as possible by returning empty homes to use as quickly as possible, and by increasing the efficiency of housing occupation. We will also support people to live independently in their own homes and communities, as well as provide high quality Independent Living accommodation.

Our district has always been welcoming to those who have had to flee violence and conflict, and we will continue providing support for migrant households. We will also continue to prioritise the prevention of homelessness by delivering a Temporary Accommodation Strategy and working with partners to develop specialist housing and support.

## HOUSING



### AIM 1: DELIVER ADDITIONAL AFFORDABLE HOMES

- 1A.** Deliver affordable homes through our own new homes programme
- 1B.** Encourage delivery of new affordable homes by partners

### AIM 2: IMPROVE THE QUALITY OF HOMES IN STROUD DISTRICT

- 2A.** Support residents living in privately owned and rented accommodation to live in safe, sustainable and good quality homes
- 2B.** Develop partnerships, provide advice and support local action to make homes in the district more sustainable
- 2C.** Provide good quality, safe and fit for purpose council homes, ensuring tenants can live well

### AIM 3: INCREASE THE AVAILABILITY OF HOUSING IN THE DISTRICT

- 3A.** Initiate and support innovative housing solutions in the district that are responsive to different needs
- 3B.** Prioritise the prevention of homelessness and provide support for migrant households
- 3C.** Explore the delivery of more accessible homes





## WORKING FOR OUR COMMUNITIES

### AIM 1: IMPROVE CUSTOMER EXPERIENCE

- 1A.** Engage more effectively with our communities, residents, businesses and stakeholders
- 1B.** Improve customer access and experience
- 1C.** Report on feedback and performance against actions taken to improve the customer experience



### AIM 2: DELIVER EFFICIENT SERVICES

- 2A.** Maintain our financial resilience to support key services and the realisation of Council priorities
- 2B.** Maintain robust and resilient ICT infrastructure to protect the integrity of our data and digital systems
- 2C.** Proactively use data and insight to inform decision-making and ensure equality and social value is embedded in the way we work

### AIM 3: MAINTAIN A SUPPORTED AND MOTIVATED WORKFORCE

- 3A.** Ensure we are an Employer of Choice to enable us to attract, retain and grow talent
- 3B.** Maintain a productive and supported workforce
- 3C.** Enhance reporting of key HR Metrics to set targets and improve diversity

### Councillor Catherine Braun, Deputy Leader of Council and Vice Chair, Strategy & Resources Committee



Communities across Stroud district are at the heart of the council's work, and this priority sets out how we will improve Council services and ensure we are delivering for our residents, local stakeholders, businesses and visitors.

We are committed to improving the customer experience through enabling fuller community engagement, making sure our website is as easy to use and navigate as possible, and offering more services online for those who prefer to use this contact channel whilst ensuring telephone and face-to-face channels remain available for those who don't. These improvements will be underpinned by regular reporting on our performance, ensuring you are able to see the steps we are taking and how this impacts you.

During a time of change for local government, we will work to maintain the council's resilience and to use data and insight to inform our decisions, with a focus on securing social value and embedding equity in the way we work.

Finally, this priority includes our plans to invest in and support our workforce so our officers can thrive and succeed at the council. We will be actively supporting development opportunities for our employees, which will help us to succeed and deliver this Council Plan.



## PERFORMANCE MANAGEMENT

The Council Plan will sit at the heart of our Performance Management Framework. The Framework is intended to ensure that we are meeting our aims and objectives, to drive change and improvement across the council, and to enable effective performance monitoring of the Council Plan.

To ensure we are successfully delivering the aims and objectives outlined in the Council Plan, we will regularly monitor and report on progress. Each Policy Committee will review progress against relevant aims, objectives and actions on a quarterly basis, and these progress updates will be published so residents, communities and businesses can see how we are delivering for them.

### The Council Plan

Identifies the objectives, key projects and activity we will take to deliver our five priorities

### Service Plans

Set out how each service will contribute to council priorities and achieve service specific objectives which may not be included in the Council Plan. Service plans also allow us to monitor performance on a regular basis and include key performance indicators and risks for individual services

### Performance Objectives

Enable us to monitor performance on a regular basis and determine whether targets are being met

### Personal Objectives

Aims and objectives for each member of staff are agreed and link to the relevant service plan

## DELIVERY

The Delivery Plan (pages 10-19) outlines the specific tasks to be undertaken to ensure we take a coordinated approach to delivering the objectives set out in the Council Plan. It also includes the proposed performance indicators to monitor progress, some of which will be introduced over time and following the completion of certain sub actions and/or milestones.

It is a flexible document that is designed to adapt to changing circumstances, and it will be kept under review to ensure that resources are allocated appropriately and to allow for changes to be made where relevant.



## THE ROLE OF STAFF AND ELECTED MEMBERS

The Council Plan cannot be delivered without the hard work and dedication of our staff. The Delivery Plan outlines the Lead Officers who are responsible for ensuring each activity is delivered effectively.

The responsibility for successfully delivering the objectives sits with the Strategic Leadership Team who ensure the right resources and capacity are in place to support delivery.

Elected Members play a key role in considering and monitoring the activity included within the Council Plan, through the governance and decision-making arrangements for the Council. Committees will scrutinise the delivery of the Council Plan to ensure it benefits the district's residents and communities. Members will also provide input and advice and have oversight of delivery through other governance arrangements including Boards, Working Groups and Task and Finish Groups.



## ENVIRONMENT

This section sets out how we will work towards making Stroud District net zero and nature friendly, with a sustainable economy and communities that are well prepared for the impacts of the climate crisis.

Aim	Objective	Action	End date	Committee
TACKLE THE CLIMATE AND ECOLOGICAL EMERGENCY	Lead the transition to net zero carbon emissions and nature's recovery in the district	Revise and implement the Climate and Nature strategy and action plan, to include new policy and legislation, review targets, build in greater adaptation and ensure the strategy is aligned with the Council Plan	31/12/2025	Environment
		Develop and implement a climate and nature decision-making tool for use across the council	Ongoing	Environment
		Develop carbon accounting to measure and reduce carbon emissions, including Scope 3 emissions generated by the goods and services procured for SDC operation	Ongoing	Environment
		Work alongside Climate Leadership Gloucestershire to play Stroud District Council's part in delivering the Greener Gloucestershire Action Plan	Ongoing	Environment
	Ensure the district is prepared for the changes expected from the climate crisis	Establish an Adaptation Plan for the district, using the results of the Gloucestershire wide climate risk and vulnerability assessment	31/03/2027	Environment
		Apply for funding in 2026 to retrofit blue/green infrastructure in urban and residential areas to reduce impacts of surface water flooding and heat and to increase biodiversity	Ongoing	Environment
		Continue Natural Flood Management in the catchment of the River Frome and apply for funding to continue and extend to all catchments in the district identified as high priority	31/03/2029	Environment
		Develop a flood prevention and response framework that promotes community resilience	31/03/2027	Environment
	Enable the development of regenerative farming and land management	Work with organisations including Gloucestershire Food and Farming Partnership to further promote regenerative farming and localised fruit and vegetable growing to increase resilience of food supply in ways that help mitigate and adapt to climate impacts	Ongoing	Environment
		Establish a plan to care for and maintain new and established trees, and engage with new tree initiatives in the district, including the new National Forest bid	Ongoing	Environment
		Prioritise the Detailed Assessment of the 1,700 potentially contaminated land sites in the district and identify the resource that would be required to facilitate remediation	31/03/2029	Environment
		Support a shift towards active modes of travel by working with the County Council and town and parish councils to increase use of an enhanced strategic and local walking and cycling network	Ongoing	Environment Strategy & Resources
	Reduce the impact of transport on the environment, by working in partnership and leading by example	Increase the proportion of Council and partner fleet vehicles powered by zero or low carbon technologies	Ongoing	Environment Strategy & Resources
		Develop an air quality improvement approach to help reduce pollution across the district and deliver the council's duties in respect of the Environment Act 2021	31/03/2028	Environment



Aim	Objective	Action	End date	Committee
PROTECT AND ENHANCE OUR ENVIRONMENT	Build the district's Nature Recovery Network	Work closely with Local Nature Partnership and Severn Vale Catchment Partnership in the delivery of the Gloucestershire Local Nature Recovery Strategy and the Wilder Frome Strategy	Ongoing	Environment
		Lead on community engagement and education programmes to enable residents to facilitate the delivery of our ambition for nature recovery and wilder habitat creation	Ongoing	Environment
		Support organisations such as Gloucestershire Wildlife Trust to investigate the socio-economic, ecological and adaptation benefits and impacts of wild beaver release and reintroduction of other species if Government policy changes allow	31/03/2029	Environment
	Ensure Council-managed open spaces are increasing in biodiversity and contributing effectively to nature's recovery	Review herbicide use across all council activities and explore the use of non-chemical-based weed control, whilst also meeting the needs of each area	31/03/2026	Environment
		Create and implement biodiversity and land management plans for Selsley Common and Stratford Park	31/03/2026	Environment
		Secure long term land management for biodiversity and nature recovery gain, to maximise nature recovery potential within the district	31/03/2029	Environment

ACHIEVE A SUSTAINABLE CIRCULAR ECONOMY	Reduce the quantity of resources discarded as waste and minimise its environmental impact	Continue to increase recycling rates across the district	Ongoing	Environment
		Support the phasing out of single use materials in the district	Ongoing	Environment
		Encourage and support reduce, reuse and repair initiatives in the district	Ongoing	Environment
		Work with our partner Ubico to identify joint opportunities for carbon reduction projects in household collection and management of public spaces	Ongoing	Environment
	Reduce the amount of litter and fly tipped waste across the district	Gather baseline data on fly tipping across the district, and explore initiatives to reduce fly tipping including the potential for free or lower cost bulky waste collection for low-income households	31/12/2025	Environment
		Develop and implement a Litter prevention action plan to tackle littering and fly-tipping	28/02/2026	Environment

## COMMUNITIES AND WELLBEING

The health and wellbeing of people in our communities is a key priority, and the Council will work to reduce health inequalities, to support our district's network of community hubs, to enhance leisure services, cultural opportunities and work with young people, and to champion equality, diversity, inclusion and equity in all that we do.

Aim	Objective	Action	End date	Committee
SUPPORT HEALTHIER COMMUNITIES	Reduce health inequalities in the district through a strategic and evidence-led approach	Using data to identify need, develop and implement a Health Inequalities Strategy and Action Plan that sets out how we will work with partners to address specific areas of health inequality in the district and reduce inequalities that result from socio-economic disadvantage	30/06/2026	Community Services & Licensing
		Work with partners to improve food resilience, access and equity	31/03/2029	Community Services & Licensing
		Support healthy ageing by working in partnership with the Integrated Locality Partnership to create interventions, and develop the Careline delivery model	31/03/2029	Community Services & Licensing
			31/03/2029	Community Services & Licensing
			30/09/2026	Community Services & Licensing
	Develop the provision of accessible and high-quality leisure services across the district	Produce a Leisure Services Development Plan that considers the findings of the Leisure and Wellbeing Strategy and includes health and wellbeing programme development across the district	31/03/2029	Community Services & Licensing
				Strategy & Resources
		Explore opportunities for new services	31/03/2029	Community Services & Licensing
				Strategy & Resources
		Secure capital investment for Active Lifestyles Stroud, Active Lifestyles Dursley and Stroud Lido, and explore future developments	01/04/2027	Community Services & Licensing
				Strategy & Resources
	Promote and encourage healthy and active lifestyles	Develop a long-term Play Strategy and investment plan to support the development and repurposing of play areas where the need is greatest	01/12/2026	Community Services & Licensing
			31/03/2026	
		Support sports clubs with funding applications to improve their playing pitches and facilities	31/03/2029	Community Services & Licensing
		Increase physical activity and sports participation for all through the Healthy Lifestyles Scheme in partnership with the Gloucestershire We Can Move Programme	31/03/2026	Community Services & Licensing
			31/03/2029	

Aim	Objective	Action	End date	Committee
EMPOWER COMMUNITIES	Support the development of stronger communities	Support the developing network of community hubs to help build stronger communities	31/03/2029	Community Services & Licensing
		Coproduce a partnership delivery plan to ensure residents and communities are supported with and prepared for economic change	31/03/2029	Community Services & Licensing
		Support residents with community initiatives such as through the crowdfunding platform	01/06/2025 01/03/2027	Community Services & Licensing
	Support residents, communities and visitors throughout the district to be and feel safe	Develop a Community Safety Plan which aligns with the Community Safety Partnership, Safer Gloucestershire, OPCC and the Home Office	01/09/2026	Community Services & Licensing
			31/03/2029	Community Services & Licensing
		Reduce the impacts and causes of anti-social behaviour in the district	31/03/2029	Community Services & Licensing
		Work to make the district free of the intimidation and harassment of women and girls through partnership working, providing a clear process for how incidents should be reported and responded to and working with partners to provide briefing and education resources	31/03/2029	Community Services & Licensing
	Ensure the district is a place where children and young people are happy, healthy, safe, empowered and ready for the future	In partnership, develop a Youth Strategy that sets out how young people can be happy, safe and empowered, and ready for the future	01/09/2025	Community Services & Licensing
		Deliver effective and genuine participation of young people in the work of the council	01/09/2026	Community Services & Licensing
			31/03/2029	Community Services & Licensing
		Develop health strategies and interventions as part of the Integrated Locality Partnership's Children and Young People workstream	31/03/2029	Community Services & Licensing

DEVELOP INCLUSIVE COMMUNITIES	Bring and keep communities together through supporting strong cultural opportunities that showcase the district as a welcoming, distinctive and attractive place	Implement the Cultural Strategy and action plan to help break down barriers to culture and provide equitable access across the district	31/03/2029	Community Services & Licensing
				Strategy & Resources
		Work to maintain and improve the Museum in the Park by commissioning and completing an options appraisal for museum storage and the redesign or redisplay of artefacts	31/03/2026	Community Services & Licensing
				Strategy & Resources
	Work to always champion equality, diversity, inclusion and equity in everything that we do	Deliver our annual Equality, Diversity, Inclusion and Equity Action Plan	31/03/2026	Community Services & Licensing
		Provide appropriate support for groups such as carers, care leavers and former members of the armed forces, who may experience barriers to achieving a good quality of life	Ongoing	Strategy & Resources
				Community Services & Licensing
		Promote initiatives which improve skills, celebrate diversity in the workplace and offer equal access to well paid jobs and economic opportunities for everyone	Ongoing	Strategy & Resources
				Community Services & Licensing



## LOCAL ECONOMY

Partnership working is key to building a more sustainable and inclusive local economy, and whether the Council is leading or supporting regeneration projects, investment bids, training opportunities, or strategic plans, our focus will be on meeting the needs of local communities, businesses and residents, and working to secure the infrastructure that will enable our future net zero economy.



Aim	Objective	Action	End date	Committee
CREATE A PEOPLE-CENTRED ECONOMY	Continue to build a more sustainable and inclusive local economy	Support a thriving and resilient climate conscious economy for businesses, communities and visitors by reviewing and updating the Economic Development and Tourism Strategy and implementing the associated action plan	Ongoing	Strategy & Resources
		Explore and bring forward further initiatives to promote the vitality of our High Streets and Market Towns	Ongoing	Strategy & Resources
		Work with partners to support the development of skills and training for all ages, including the unemployed, young people and apprentices, and across key sectors including the low carbon and regenerative agriculture sectors and visitor economy	Ongoing	Strategy & Resources
	Support community wealth building and community ownership	Review and set out the council's approach to supporting communities wishing to take ownership of local assets	31/03/2026	Strategy & Resources
		Deliver recommendations on community wealth building and explore options for county-wide engagement and action	31/03/2029	Strategy & Resources
	Support community and locally led renewable energy initiatives to accelerate the transition to a net zero district	Use Stroud District Council property and estate to generate renewable energy to reduce the council's emissions and provide guidance to town and parish councils who are trying to do the same	31/03/2029	Strategy & Resources Environment
		Provide support to developers of community energy schemes in the district to apply for funding and seek consent for their schemes	31/03/2029	Strategy & Resources Environment
		Research and report on the use of climate bonds and other funding mechanisms to finance council climate projects	31/03/2026	Strategy & Resources Environment

Aim	Objective	Action	End date	Committee
DEVELOP THE DISTRICT AS THE NATURAL PLACE FOR BUSINESS	Be an ambassador for climate conscious start-ups and existing businesses	Support a thriving and resilient climate conscious economy by reviewing and updating the Natural Place prospectus that celebrates sustainable businesses and promotes high environmental business practices and supply chains	Ongoing	Strategy & Resources
		Actively engage with the business community, Gloucestershire County Council, other partners and service providers to access government and external funding to unlock economic investment and prosperity in the District	Ongoing	Strategy & Resources
		Support high street and other businesses to increase their digital and virtual visibility	Ongoing	Strategy & Resources
	Promote Stroud district as a sustainable tourism and visitor destination	Work with partners to promote and support sustainable events and activities for residents and visitors across the district	Ongoing	Strategy & Resources
		Undertake an audit of public facilities and toilet provision across the district to inform whether destinations in the district have appropriate and accessible facilities and make recommendations if required	31/03/2027	Strategy & Resources
		Promote the district's waterways to residents and visitors, by delivering physical enhancements and stronger links with our communities, aligned with biodiversity and heritage objectives	31/03/2029	Strategy & Resources
		Secure a sustainable future for Woodchester Mansion and the park within it sits, enabling more people to access and enjoy this cultural and natural heritage site	31/03/2030	Strategy & Resources
	Increase connectivity and mobility innovation across the district	Encourage the expansion and improvement of public transport, sustainable transport access to local centres and links to walking and cycling routes, including supporting the case for improved public transport in line with the countywide UK:100 pledge	31/03/2029	Strategy & Resources Environment
		Working with partners, expand the network of Electric Vehicle charging points and increase support for low carbon transport	31/03/2029	Strategy & Resources Environment

DEVELOP THE DISTRICT'S INFRASTRUCTURE	Deliver the council's strategic infrastructure projects to maximise benefits for current and future generations	Develop Brimscombe Port as a key strategic site to support a thriving community, in line with project milestones which include delivering infrastructure works	03/31/2029	Strategy & Resources
		Deliver Phase 1b of the Cotswold Canals Connected project, through the environment, community and engineering programmes, in line with National Lottery Heritage Fund requirements	31/03/2029	Strategy & Resources
		Leverage Community Infrastructure Levy (CIL) and S106 funds to aid the timely delivery of community infrastructure to support sustainable communities	Ongoing	Strategy & Resources
	Support the delivery of key regeneration sites across the district by enabling and influencing significant infrastructure projects and investments	Maintain and review a register of brownfield sites across the district for future development opportunities	Ongoing	Strategy & Resources
		Work with rail industry and other partners to develop and deliver a Stroud Station Quarter regeneration project, working with rail industry and other partners; to include the creation of new homes, economic opportunities and improvement of the public realm	31/03/2029	Strategy & Resources
		Work with partners including Western Gateway to promote the development of Severn Edge (Berkeley and Oldbury sites) to be a green energy hub, at the forefront of a low carbon and renewable energy revolution, to provide high quality jobs and skills opportunities for our local communities	Ongoing	Strategy & Resources
	Promote sustainable development by balancing new housing, transport and employment requirements with the necessary infrastructure and environmental protection for the district	Progress the draft Local Plan through public examination and secure its adoption	Ongoing	Strategy & Resources Environment
		Commence development of a new Local Plan and local planning framework, in line with the revised policy, guidance and regulations	Ongoing	Strategy & Resources Environment
		Actively encourage utility providers, such as water companies and National Grid, to ensure upgrades address local needs and support the deployment of renewable energy	Ongoing	Strategy & Resources
		Promote investment in national infrastructure in the district to secure long-term prosperity and help to meet current and future generations' housing and economic needs	Ongoing	Strategy & Resources



## HOUSING

Good quality housing plays a vital role in ensuring our lives are lived well, and this priority outlines how the Council will play a full role in ensuring that the quality and quantity of homes in our district is enhanced, and that in the Council's role as a landlord our housing stock is good quality, energy efficient, safe, and fit for purpose.

Aim	Objective	Action	End date	Committee
DELIVER ADDITIONAL AFFORDABLE HOMES	Deliver affordable homes through our own new homes programme	Complete the 96 properties identified in our New Build Programme	31/03/2027	Housing
		Further increase our own affordable homes by identifying opportunities, including new sites and buy-backs, and maximising sources of finance	31/03/2029	Housing
	Encourage delivery of new affordable homes by partners	Ensure planning policy fully supports the provision of affordable homes and that developers deliver in line with planning policy	31/03/2029	Housing
		Work with partners including housing associations and community-led housing groups to increase the delivery of affordable homes	Ongoing	Housing
		Improve the sustainability of rural communities by utilising rural exception sites where appropriate	Ongoing	Housing
IMPROVE THE QUALITY OF HOMES IN THE STROUD DISTRICT	Support residents living in privately owned and rented accommodation to live in safe, sustainable and good quality homes	Encourage landlords to improve their housing stock	31/03/2029	Housing
		Build on Gloucestershire Warm and Well work to maximise its impact	31/03/2029	Housing
		Implement regulatory and policy changes as they arise to improve private sector housing standards	31/03/2029	Housing
		Explore opportunities to support private sector landlords to provide good quality rented accommodation	31/03/2029	Housing
	Develop partnerships, provide advice and support local action to make homes in the district more sustainable	Support households that are able and willing to pay to retrofit properties with energy efficiency and renewable energy measures	31/03/2028	Environment Housing
		Continue work on Minimum Energy Efficiency Standards for private rental properties	Ongoing	Environment Housing
		Invest in Council homes to realise optimum emissions reductions and achieve an average rating of EPC-C or above	31/12/2026	Environment Housing
		Produce guidance and work with developers to enable all new buildings to achieve a net zero carbon standard	Ongoing	Environment Housing
	Provide good quality, safe and fit for purpose council homes, ensuring tenants can live well	Invest, maintain and repair our council homes to ensure they are safe, good quality, and fit for purpose places where tenants can live well	Ongoing	Housing
		Ensure our council homes and services meet legislative and regulatory compliance standards	Ongoing	Housing
		Improve levels of tenant engagement to ensure structured and consistent mechanisms for tenants to be involved in decision making affecting their homes and the places they live	31/12/2025	Housing
		Protect those most vulnerable to rising housing costs by maximising access to housing advice and support	Ongoing	Housing
		Provide high quality, fit for purpose Independent Living accommodation in line with the 2023-2027 Independent Living Strategy	31/03/2027	Housing



INCREASE THE AVAILABILITY OF HOUSING IN THE DISTRICT	Initiate and support innovative housing solutions in the district that are responsive to different needs	Work with partners to support people to live independently in their own homes and in communities	Ongoing	Housing
		Investigate opportunities to support the private sector to increase the efficiency of housing occupation	Ongoing	Housing
	Prioritise the prevention of homelessness and provide support for migrant households	Invest in specialist support, including working with partners to develop specialist housing and support	Ongoing	Housing
		Deliver the Temporary Accommodation Strategy	31/03/2027	Housing
	Explore the delivery of more accessible homes	Coordinate support services for migrants arriving in the district and link to other statutory and voluntary services to support the health and wellbeing of migrant households	Ongoing	Housing
		Develop and maintain an Accessible Housing Register to enable disabled homeseekers to make informed choices about their housing, and more accurately identify properties that would meet their access needs	Ongoing	Housing
		Review data and need for accessible homes to consider building to increased accessibility standards	31/12/2026	Housing
		Make best use of council housing stock including reviewing and refreshing the Downsizing Policy	31/03/2026	Housing



## WORKING FOR OUR COMMUNITIES

We are always looking for ways to improve Council services and this priority sets out how we will achieve this through fuller community engagement, ensuring our finances remain strong, and continuing to invest in our workforce and technology.

Aim	Objective	Action	End date	Committee
IMPROVE CUSTOMER EXPERIENCE	Engage more effectively with our communities, residents, businesses and stakeholders	Develop a Communications Strategy to ensure external and internal communications are co-ordinated and consistent	30/09/2025	Strategy & Resources
		Implement and embed the Community Engagement Principles across the organisation	31/03/2026	Community Services & Licensing
		Improve collaboration and engagement with Town and Parish Councils and further develop and embed the Town and Parish Charter	31/03/2029	Strategy & Resources
		Develop a Consultation Strategy to ensure that any consultation we do is clear, consistent and co-ordinated and learning and data is shared	31/03/2026	Strategy & Resources
	Improve customer access and experience	Embed a more consistent customer experience through delivery of the Customer Contact Strategy	31/03/2029	
		Undertake a review of the council's main website to ensure that information is accessible and relevant	31/03/2026	
		Increase the number of services available online, whilst maintaining face-to-face and telephone contact channels for those who need it most	31/03/2029	
	Report on feedback and performance against actions taken to improve the customer experience	Regularly promote 'Our Service Standards' outlining service and response expectations and publish performance and compliance against the Standards	31/03/2029	Audit and Standards
		Embed customer feedback mechanisms across all high demand service areas to drive continuous service improvement, improving customer experience	Ongoing	
		Monitor and report on channel shift to understand contact demand and ensure our contact methods meet residents needs	31/03/2027	

DELIVER EFFICIENT SERVICES	Maintain our financial resilience to support key services and the realisation of Council priorities	Ensure the Housing Revenue Account (HRA) remains solvent	31/03/2029	Housing
		Work to automate manual processes to increase productivity and make our services more efficient	31/03/2029	
		Maximise commercial opportunities by undertaking a review of our fees and charges	31/03/2027	Strategy & Resources
	Maintain robust and resilient ICT infrastructure to protect the integrity of our data and digital systems	Continually improve our cyber resilience to reduce the risk of service interruption and/or data exfiltration	31/03/2029	Audit and Standards
		Ensure our ICT infrastructure is resilient and supported to enable service delivery	31/03/2029	
		Develop a Digital Strategy to set out our ambitions and focus innovation activity on how we can transform the way we work	03/31/2029	
	Proactively use data and insight to inform decision-making and ensure equality and social value is embedded in the way we work	Develop and implement a Data and Intelligence Strategy to inform decision making, improve efficiency and manage demand more effectively	30/06/2026	Audit and Standards
		Introduce a toolkit to measure social value across procurement and projects that works with a climate and nature decision making-tool	30/06/2026	Strategy & Resources
		Enhance the approach to the completion of Equality Impact Assessments to ensure engagement and consultation takes place at an early stage to inform decision making	30/06/2026	



Aim	Objective	Action	End date	Committee
MAINTAIN A SUPPORTED AND MOTIVATED WORKFORCE	Ensure we are an Employer of Choice to enable us to attract, retain and grow talent	Develop a plan for the Workforce to support talent management and succession planning	31/03/2027	Strategy & Resources
		Undertake a review of HR Policies to ensure they are up to date and meet the needs of the organisation	30/09/2025	Strategy & Resources
		Increase learning and development opportunities including skills development, training and career progression opportunities to ensure a skilled and resilient workforce	31/03/2027	Strategy & Resources
	Maintain a productive and supported workforce	Promote employee wellbeing initiatives and the Employee Assistance Programme	31/03/2026	Strategy & Resources
		Complete the annual Staff Survey and deliver the Staff Survey Action Plan	31/08/2025	Strategy & Resources
		Encourage diversity and champion equality within our workplace and support the Staff Network Groups	Ongoing	Strategy & Resources
	Enhance reporting of key HR Metrics to set targets and improve diversity	Embed the GPS (Grow, Perform, Succeed) Individual Performance Management approach and report on compliance	31/03/2027	Strategy & Resources
		Benchmark and report on how the organisation is performing on key HR metrics	31/03/2029	Strategy & Resources
		Improve equality monitoring in relation to the composition of our workforce, recruitment, development and retention of employees and identify areas for improvement	31/03/2026	Strategy & Resources





**STROUD  
DISTRICT  
COUNCIL**

## Responsibilities of Stroud District Council



Animal welfare



Anti-social behaviour & noise complaints



Business rates



Car parks managed by SDC



Council tax & housing benefit



Council housing repairs & maintenance



Economic development



Food safety



Fly tipping & abandoned vehicles



Health & wellbeing



Homes for older people



Homelessness support & housing advice



Household waste & recycling



Licensing



Leisure centres



Museum in the Park



Pest control



Planning & building control



Street naming & numbering



Support for businesses



Stratford Park



Tourism



Temporary road closures



Voting & elections

## Responsibilities shared across parish, district and county councils



Community



Environment



Grass cutting



Grounds maintenance



Litter & dog bins



Parks & open spaces



Playing fields



Recreational areas



Street cleansing



Youth Projects



**Gloucestershire**  
COUNTY COUNCIL

## Responsibilities of Gloucestershire County Council



Adult social care



Archive



Births, deaths, marriages & civil partnerships



Blue badge scheme



Bus services & passes



Childrens social care



Cycling infrastructure



Early years & childcare



Employment & skills hub



Fostering & adoption



Fire & rescue



Growth hub



Libraries



Public health



Public rights of way



Roads, highways, potholes & pedestrian crossings



Street lighting



School transport



Schools, education & learning



Trading standards