

One West Northamptonshire

Our Vision for 2030

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1. One plan with a purpose for all partners



Our journey so far

West Northamptonshire is a new Council district created through local government reform and unitisation. As well as being the fifth biggest unitary in the UK and the largest of the South Midlands authorities, the area benefits from a rich and diverse geography, economy and culture.

Whilst the creation of a new authority presented fresh opportunities for public and private services across our communities, this process also created some challenges in establishing a new identity and moving away from a county footprint which some partners still use today. It also however provides us with a chance to work with all our partners to create a new authentic vision for our place, that builds on our unique position in the heart of England, our close proximity to major cities, airports, national infrastructure and our incredible countryside.

At its creation in April 2021, West Northamptonshire Council set out a vision agreed with its stakeholders, members and public **'to make West Northamptonshire a great place to live, work, visit and thrive'**. Since then, we have worked hard with partners and stakeholders to create the key strategies and plans that move us towards achieving this.

Work to date has focused on key pillars of our overall vision, for example our new business prospectus, town regeneration plans, new Local Plan, strategies for housing, tourism and addressing poverty, with further work now being undertaken on our local transport plan and economic strategy. From a resident and community perspective we have also created a single "Live your Best Life" health and wellbeing strategy for our county with common outcomes and shared plans across health and council services and our voluntary sector. All these strategies and plans have been developed through co-design and together create the foundations for meeting our ambition.

Over our first years we have also started to construct a reputation for innovation, building strong partnerships, and have a track record for delivery and creating the environment to get business done. But now is the time to take this to the next stage and create a single vision for our area that encompasses these and articulates the kind of place we all want West Northants to be and what that means for our communities.

This ONE West Northamptonshire Plan starts to fulfil that need, creating a proposed single shared medium-term roadmap to achieve our ambitions by 2030.

Working as one to achieve our ambitions

Having already established key plans and strategies in many areas, now is the time to pull together the threads of these and other strategies and plans to ensure everything aligns to a one place vision sitting as part of an overall hierarchy of regional, local and council plans focused on the same goals.

This is a shared plan. Everyone has an important part to play in addressing the challenges and harnessing the opportunities as we work together to create ONE West Northamptonshire for everyone - one plan, one future. Successful place plans are fully owned and adopted by strategic partners, stakeholders and businesses across the area and are not seen as solely the Council's responsibility. We need to use our collective resources to deliver better place and resident outcomes and drive successful results with positive economic, infrastructure and wellbeing impacts.

To ensure achievement of the ONE West Northamptonshire Plan's goals, this must be a political cross-party initiative. We know all partners have both the desire and drive to work more closely together in achieving these ambitions for our area.

Later in this document, we have set out a proposed roadmap of the steps we will take over the next six months to engage with stakeholders to identify and confirm the final priority areas for the ONE West Northamptonshire Plan. We recognise that to be successful we need the invaluable input and views of partners and the public to ensure we have the right, shared focus on the right outcomes and clarity on the kind of places and communities we want to create.

This document is designed to facilitate these discussions and build on the previous work already undertaken through and shared with existing partnership forums such as the Anchor Institutions Network, the South Midlands Authorities (previously SEMLEP), the Northampton Forward Board, Health and Wellbeing Board, Town and Parish Forum and Voluntary Sector Assembly.

2. One mission

The ONE West Northamptonshire Plan is our overall vision for the future, **harnessing the opportunities for growth, creating a distinctive and thriving economy and therefore the chance to improve prosperity for everyone who calls West Northants home.**

The Plan captures the things we think will make the biggest difference to improving people's lives across all West Northants and many of the big challenges we face. Often the best opportunities will relate to both. The Plan and ambitions aim to help partner organisations and local communities in every part of our area, in our key rural towns of Daventry, Brackley and Towcester and surrounding villages as well as our urban centre in Northampton; to understand and support everyone's valuable contribution – no matter how big or small – towards making West Northamptonshire the best place in the UK.



3. Our Guiding Principles

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Our Plan has some key underlying principles for how we work and what we do:

Inclusive Growth

Local growth and a thriving local economy will create opportunity and bring prosperity to residents, helping increase wellbeing and reduce inequalities. A thriving local economy also creates a catalyst for positive change, attracting external investment in West Northants and benefiting everyone. We will take every opportunity to work in partnership as a key regional player, to put West Northants on the map, providing the right environment to do business and continue to grow our reputation as a great place to live, visit and do business.

Prevention is better than cure

We take a long-term view, focusing on people's strengths and connections. This view is about enabling children, young people and adults to live healthy, productive and independent lives. Our communities need to understand the support available to them and how to access it and, where people need our help, we act early through targeted, joined-up interventions to prevent problems escalating. Our joint working with partners at a local level recognises that preventing a crisis is better for residents and more cost-effective, freeing resources for those that need us most and therefore prevention and early intervention come first.

Strength in collaboration

Our services and plans will be produced in partnership with the people who use our services, local communities, other public and private sector partners and industry where appropriate. We collectively consider how to integrate our work and assets to get maximum public value and where we can partner with the private sector to deliver greater prosperity for our District.

Smart and efficient working

We embrace innovation and maximise the growing opportunities to use technology to make us competitive and attractive to investors. This will enable us to also be fleet of foot, minimising complex and onerous processes and reducing the time and effort needed to complete them. We look for opportunities to push forward digital solutions and integrated information and systems that bring benefits to our customers and make us easy to do business with.



About West Northamptonshire

Our Place

£282,744

Average house price

£950 - £1,100

Average rent for a three-bedroom property

77.6% People in employment
(age 16-64)

£34,118

The median average annual gross pay of full-time workers

19,050 Number of businesses

55,700

Northampton population in most deprived areas

4th Rural South's ranking as one of the least income-deprived areas in England (2019)

41.5% of waste recycled, reused or composted

£0.5 billion

of regeneration programmes underway

1,522 Miles of roads maintained

163,436 Museum visitors

1,674,532 Visitors to 17 libraries

166 Number of town and parish Councils

2.1m Visits to council owned leisure centres

Our People

434,349

The total population (2023)

79.9 male life expectancy in years

83.5 female life expectancy in years

47.1% physically active children and young people meeting recommended level of activity

60.3% adults overweight

84.1% of pupils attend good or outstanding schools

45.2 The average attainment 8 score at Key Stage 4

62.1% of children and young people achieved a grade of 4 or better in English & Maths

662 Number of children in care

382 Number of children with a child protection plan

3,875 Number of children with an Education & Health Care Plan

2,102 Homelessness

1,560 Emergency hospital admissions due to falls in people age 65 and over

73.7% of people who use adult social care services and feel safe

On the Horizon....

The last ONS local area population projections suggested that the population of West Northamptonshire would **increase by 8.8% between 2023 and 2043.**

Based upon the ONS 2023 mid-year estimated population of 434,349 we estimate that the local population will reach **450,500 by 2030** and **472,000 by 2043**

In the next decade

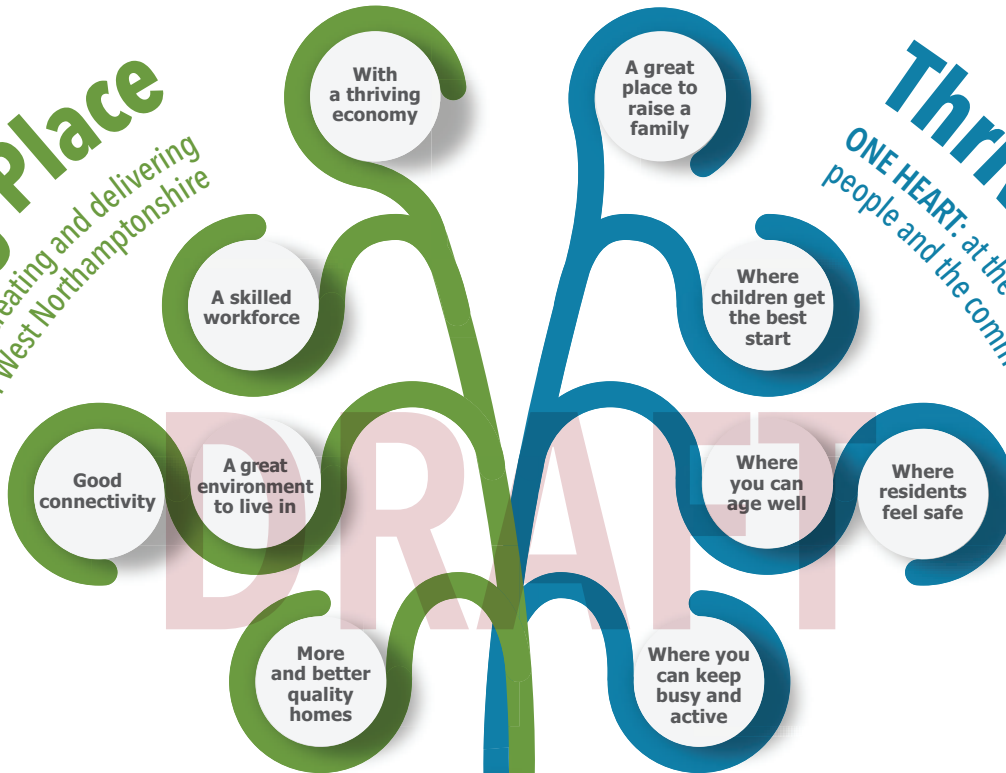
21,730

new homes
Local Plan requirements over 10 years

One Plan with clear outcomes

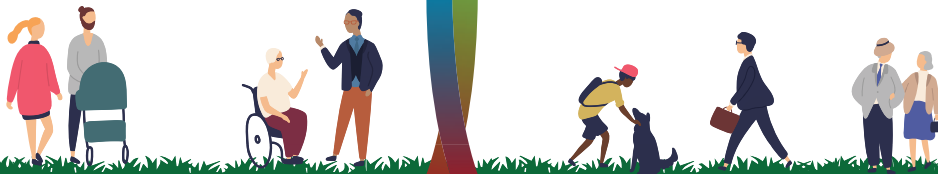
Thriving Place

ONE FUTURE: Growing, creating and delivering a thriving future for West Northamptonshire



Thriving People

ONE HEART: at the heart of West Northants is its people and the communities in which they live



Efficient & Enabling Council

Our Priority 1

Productive, Inclusive and Enterprising

We want to support an enterprising and inclusive economy where local people are the primary beneficiaries of regeneration and growth. Driving local economic growth will help create good quality local employment, an increasingly skilled workforce and drive wider benefits to health and wellbeing as well as attracting greater infrastructure investment.

West Northamptonshire has many strengths to build on; we are uniquely placed for logistics and central for distribution, we attract high level jobs and talent, as seen in our advanced engineering sector with two F1 motorsports teams and globally known companies. We offer great access to education and skills training working in partnership with our university, colleges and university technical college. We need a workforce with the right skills to match emerging ambitions and one which provides the skills that our businesses of today and tomorrow need.

We want to be an enterprising and productive area, capturing a bigger share of high value knowledge sector jobs while supporting a resilient foundational economy. This will help us attract and retain high-value businesses and investment and drive up living standards and opportunities for all. We already have one of the highest levels of business start-ups in the country, coming from the former shoe industry culture this spirit of independence is a real strength to our economy and one we help and support through incubation to move on and grow.

As the host and a member of the South Midlands Authorities, we are well placed to help drive and benefit from a regional skills approach and potentially seeking devolved employment and skills funding. Independent analysis shows that pooling budgets and working collaboratively has the potential to increase the number of people moving into work and improving their skills, helping both people and place prosperity.

THRIVING PLACE



Suggested outcomes we want by 2030

- Improved local skill levels and capabilities would mean residents have better paid jobs and our businesses reach their full potential.
- West Northamptonshire Gross Domestic Product (GDP) has risen above £15 billion, and we will reap the benefits from future devolution deals for our area and residents.
- Top employers and brands are established in West Northants leading to more jobs, visitors and increased infrastructure investment.
- We have created the conditions for 1,500 new businesses to open with the potential to create 6,500 new jobs for West Northamptonshire residents.
- We have a strong partnership with education and training providers which means residents of all ages can develop and learn, increasing their potential earnings.
- With more and varied jobs, better opportunities to learn and better infrastructure, we can reduce economic inactivity and barriers to employment and education.

Over the course of this Plan, we will continue to...

- Deliver tailored support for people who are economically inactive to address barriers to employment and education.
- Deliver a dedicated employment support service providing quality advice and training.
- Seek funding to deliver initiatives to up-skill residents and create learning opportunities.
- Work with employers to utilise local labour markets and create opportunities.
- Align with the regional Local Skills Improvement Plan and support local delivery of the Local Skills Improvement Fund.



THRIVING PLACE



Suggested priority areas for shared development

- Understanding of our skills gap and what's needed to create a thriving future economy.
- Creation of an All-Age Skills Strategy by 2025/26 including:
 - A plan with schools to increase opportunities for young people .
 - A joint plan with further and higher education providers to address the skills gap.
 - Promoting the use of vocational progression routes.
 - Agree how we up-skill and reduce economically inactive or unemployed residents.
 - Work with business to provide specialist training and development in our most valuable growth sectors.

Our Priority 2

Accessible and Connected

Good infrastructure helps people connect to each other and local services. We will develop effective options for multi-modal transport infrastructure and digital infrastructure that supports employment, inclusive economic growth and reduced rural isolation.

A new local transport plan for West Northamptonshire will set a direction for how we create connectivity and support mobility in a way that drives up prosperity, reduces inequalities and overcomes some of the barriers created by our urban/rural split. We recognise that many of our southern towns and rural villages are great places to live but are often not connected to the services and opportunities residents would like. Our new Local Transport Plan will help grow the local economy in a sustainable way and has three key aims to meet these ambitions:

- Connecting People Better
- Shaping Healthier Places
- Mobility Enabling Prosperity

We also have a significant rolling programme of broadband fibre connecting our communities and increasing the opportunities for better internet and digital technology.



Suggested outcomes we want by 2030

- Greater use and accessibility of the public transport, walking and cycling networks will mean residents have travel choices to key destinations to learn, work or spend their money within West Northamptonshire, stimulating local socio-economic growth.
- A more resilient transport network and services across both urban and rural towns and villages will help reduce the over-reliance on cars and connect people and places.
- Safer roads with reduced pollution and good active travel networks will contribute to improved public health outcomes.
- Increased investment in low carbon and electric modes of transport will help improve air quality and enhance local environments.
- Greater technology and innovation will enable people and businesses to connect physically and digitally.
- People are not digitally excluded by the limits of geography or accessibility.

THRIVING PLACE



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Over the course of this Plan, we shall continue to...

- Be evidence-led in our decision-making, considering local needs and views, and work with partners at neighbourhood-level to facilitate appropriate solutions.
- Support the development of car clubs, community transport and demand-responsive transport services to combat isolation, especially in our rural areas.
- Implement measures to support de-carbonisation of the transport network.
- Ensure that our major road network continues to evolve in coping with the demands of our population and business.
- Move forward solutions to address current issues regarding Northampton Northern Orbital and Farthinghoe traffic mitigation.
- Use our voice to influence the Government and other national organisations to get a (fairer) better deal for the communities of West Northamptonshire

THRIVING PLACE



Suggested priority areas for shared development

- An improvement plan and delivery of an effective and safe active travel infrastructure.
- Delivery of our Bus Service Improvement Plan, including the development of a rural solution to our public transport strategy, to improve connectivity and accessibility across the whole of West Northants.
- Seek to utilise the released capacity on the West Coast mainline to get quicker and more frequent trains to London and Birmingham as a result of HS2.
- The potential case for new railway stations and capacity on the West Coast Main Line.
- The potential delivery of strategic mobility hubs that bring transport modes together.
- The potential to reduce local bus fares and ensure fairness and equality of opportunity.
- The plan for the Northampton Bus and Coach Station upgrade.
- Measures to support de-carbonising the transport network and the expansion of electric vehicle (EV) charging.

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Our Priority 3

Thriving Towns and Neighbourhoods

West Northamptonshire has many beautiful villages, thriving market towns of Towcester, Brackley and Daventry and an increasingly vibrant town centre in Northampton (the biggest market town in England) which has a pipeline of regeneration projects underway through half a billion pounds of investment.

Residents and visitors of West Northamptonshire benefit from exploring this unique balance of urban and rural gems and numerous attractions across the region. We have a diverse landscape featuring Northampton, with a network of other smaller historical market towns, unique villages, country houses, churches and spires and open field landscapes. It's a great place to bring up a family, work and retire in, or have a business.

We are fast building a global reputation for strengths in sporting excellence, heritage and culture. Our visitor economy is robust and growing, and we are proud to host some of Britain's best stately homes including Althorp, Sulgrave Manor, Canons Ashby and Kelmarsh Manor and we are home to some of the country's key historical events, from the Battle of Naseby to the invention of radar.

We are one of a few areas that host professional rugby, cricket and football clubs and are noted for the development of many track and field athletes at Moulton College along with Paralympic and World Champion swimmers. This sits alongside modern motorsport excellence hosting both the British F1 and GP Moto events at our Silverstone Circuit and both Aston Martin and Mercedes formula 1 teams' headquarters. More recently, we hosted the Tour of Britain international cycling event and have been selected as a host city for the Women's Rugby World Cup and hosted England Women Cricket Internationals, with other major international sporting events being lined up for 2027.

Suggested outcomes we want by 2030

- More visitors come to West Northants, stay here and spend their money locally, boosting our GVA (gross value added).
- We convert our day visitors into overnight stays, significantly boosting the economy and the sustainability of businesses in our towns and more importantly our villages.
- Northampton Market Square is a thriving centre of activity, with all units in and around the square occupied by dynamic and creative businesses which enhance the town centre offer – increasing its footfall and securing its place as the preferred destination for Northamptonshire residents and visitors to shop, eat and enjoy entertainment.
- Enhanced and regenerated market towns offering thriving businesses and aspirational and affordable housing, improving the quality of life for residents.
- We offer a range of good quality, green and safe environments so more residents can be physically active and healthy.
- We have achieved Net Zero in our Council's operations, resulting in lower running costs and better ability to manage economic and energy challenges.
- We have secured investment of £1bn in our regeneration and infrastructure since our creation and continue to revitalise our towns and villages.

THRIVING PLACE



Over the course of this Plan, we shall continue to...

- Showcase West Northamptonshire as a destination to invest and move your business to for creating jobs and improving the local offer for all residents.
- Demonstrate our commitment to sustainability by maintaining our Investors in the Environment accreditation, improving our independent assessment from bronze to green.
- Work with our partners in boldly creating sustainable places that serve all communities - places that are vibrant and places to be proud of.
- Maintain existing Green Flag awards and accreditations and secure additional ones to demonstrate the quality of our open spaces.
- Make our open spaces as accessible as possible and explore all possibilities for new and enhanced facilities, including Changing Places facilities, when considering improvements.
- Measure air pollutants across the area and put in place robust Air Quality Action Plans to tackle levels of pollution that exceed nationally set air quality objectives.
- Drive forward major regeneration schemes in Northampton including Four Waterside and Marefair, Market Walk and Greyfriars, leveraging hundreds of millions of private sector investment and transforming the town.



THRIVING PLACE

Suggested priority areas for shared development

- An accredited Local Visitor Economy Partnership in 2024/25 and securing support and funding from Visit England to showcase Northamptonshire as a destination to visit.
- A proactive approach to delivering development in our towns of Northampton, Daventry, Brackley and Towcester, maximising the use of the Council's investment and property assets to act as catalyst for regeneration, creating confidence and the condition to unlock private sector investment.
- Improvement schedules which identify where our parks can most effectively support health and wellbeing, biodiversity, including protection of critical species.
- Initiatives that enable our parks and open spaces to be used for wider benefits, including health and wellbeing interventions such as social prescribing and activity on referral, and educational purposes that support learning and development opportunities.
- A cross-organisational and multi-agency approach to minimise emissions from our infrastructure and assets, incentivising sustainability.



Our Priority 4

More and Better Quality Homes

Good quality housing in the right place is central to having thriving residents and communities. When people feel safe and secure in their homes, they are more likely to live independent, healthy and fulfilling lives. Quality, sustainable housing contributes to keeping our neighbourhoods attractive and vibrant. Increasing our housing supply with high quality and affordable homes and the right supporting infrastructure is vital to serve our growing population.



Suggested outcomes we want by 2030

- Reduced homelessness and reduced use of temporary accommodation and more people accessing and retaining a suitable secure home.
- Deliver at least 650 more affordable homes a year extending the target as resources and tools become available.
- We build homes with the lowest viable carbon footprint.
- A planning system that supports swift, evidence-based decisions and encourages the development needed to provide high quality sustainable homes.
- Safe, secure and appropriate accommodation for children in care, care leavers and adults who need additional support so they can live their best life and achieve their potential.
- Integrated thinking around place that links planned housing growth to the required infrastructure for travel, health, education and leisure facilities.



Over the course of this Plan, we shall continue to...

- Help people to maximise their income and reduce the cost of running their homes.
- Facilitate increased private rented sector properties with sustainable tenancies.
- Work with partners including Homes England through a new Housing Need and Delivery Board to identify and deliver the housing solutions required to meet local and projected need, including specialist housing.
- Work with housebuilders and developers to facilitate and accelerate the supply of new homes
- Work with our partners and providers to drive up the quality and standard of our landlord services and council-owned housing stock.
- Reduce the number of households in temporary accommodation.
- Ensure tenants are provided with safe and secure homes through home adaptations, property licensing and inspection and enforcement against substandard accommodation.



Suggested priority areas for shared development

- An improvement plan to ensure our housing stock meets the Decent Homes Standard and ensure the optimisation and use of our housing estate.
- Solutions for moving homeless people or those sleeping rough into settled accommodation.
- Updated evidence-based Local Plan which reflects the new ambitions for housing growth, providing an effective policy framework for the sustainable growth.
- Initiatives to ensure all empty properties within West Northamptonshire are made available for occupation and developers do not sit on land that could be developed.
- A refreshed Additional Houses in Multiple Occupation licensing regime to hold landlords accountable for maintaining their properties, and review and consider the implementation of other new property licensing regimes.



THRIVING PLACE



Our Priority 5

Best Place to Grow up

A Child Friendly West Northants – a great place to grow up and raise a family, a place where children have the best start in life supported by good schools, strong communities, things to do and lots of green space.

Our child-friendly place aspiration is visible throughout this Plan and in the work we are doing to make West Northants the best place in the UK for children and young people to grow up in; to improve the homes and places in which children live and play; and to increase their overall health and wellbeing. We want to make a difference to the lives of children and young people who live in West Northants, to have a positive impact on improving outcomes for all children, while recognising the need for outcomes to improve faster for children who are vulnerable or need extra support or intervention to achieve their best.

Getting the Best Start in Life is fundamental to improving our children's long-term life chances, and affords them the best opportunity to live long, full, healthy and enriched lives. We don't want our children to fall out of education or fall behind.

Our new Child Friendly West Northants ambition is designed to support the best Start in life for our children, a child centred approach that brings together health, education, public and voluntary sector partners, making every contact count and wrapping services around the child and family. We will work together more collaboratively within our Local Area Partnerships (LAPs), making our support offer for families clear, easy to access and joined up. Supported by an effective use of data and joint teams we will be better able to prioritise support for children and families who need it, allowing crisis to be prevented.

We currently have a large number of children in care in comparison to other areas. Our Children's Trust has made significant improvements to keeping more children safe from harm and improving the way we work together to try and keep families together. All partners have a shared responsibility to identify and meet the needs of all children and families, through effective support across the partnership, to enable children and young adults to thrive and be empowered to reach their full potential. Over the course of this Plan we will continue to work together to reduce the number of children coming into care and do more to ensure that our early help services and teams organised around the family, support them to live together well, or stay connected if we have to intervene.

Our number of children requiring support due to special educational needs and disabilities (SEND) has increased by over 40% since the creation of the Council in 2021. Our services have not been able to meet the challenges of this increased need for support and we are committed to an improvement journey which will provide support to children and their families sooner and deliver better outcomes. This improvement requires our SEND partnership to focus more on aspirations for children and to work in a far more coordinated way.

A 2023 Youth Peer Review confirmed that West Northants leaders understand that investment at an early point in the life of a young person will save money across the system including for health services, the Council, Social Care, Police, the justice system and schools, to say nothing of the impact upon the life chances of the young people and their communities. A Child Friendly West Northants will look to promote and advance joint working to achieve these outcomes.



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Suggested outcomes we want by 2030

- We are known as a Child Friendly place where services and partners work together to support families to live together well.
- All children and young people are healthy, safe and part of inclusive communities maximising the chance of positive life outcomes.
- We provide early coordinated help to families facing challenges and facilitating the right support and right services so that we prevent escalating needs or a crisis.
- Our children are ready to learn at two years of age and ready for school at five years of age so that they are set to achieve their life ambitions.
- Pre-school, education and alternative provision settings are inclusive, and children and young people, including those with special needs, perform well, achieving their aspirational outcomes.
- We have access to good quality specialist education provision for our SEND children built on inclusive mainstream school environments and effective alternative provision.
- Where support is needed, we work in an integrated way with partners to deliver the right help from the right person at the right time to families to help their children succeed.
- Interventions in family and children's lives are proportionate to the level of risk and need and we help children and families stay and thrive together where it is safe to do so.
- Children become looked after at the right time and are cared for in the right placement so that they are safe but also have the best chance to go on to thrive.
- Our children's services are recognised as Good by Ofsted, meaning we have the right focus on children's outcomes, and we provide the right support for families.
- We have a vibrant youth offer that engages young people in positive activities and communities reducing anti-social behaviour and risk of youth crime.

Suggested priority areas for shared development

- Our Child Friendly West Northants policy and securing the commitment from all partners, businesses and stakeholders to helping children have the Best Start in Life.
- Our new Children's 0-19 Community Health service model works to better support families and children to reach their full potential and intervenes where help is needed.
- Our multi-agency and multi-channel early help offer for families and children reduce the numbers of families escalating into crisis or statutory interventions.
- A triage service for families and children reducing the demand on our multi-agency safeguarding hub (MASH) front door and ensuring no early opportunity to help is missed.
- Shared systems and data with health and partners so that we have a single holistic view of our children and work in a coordinated way to help them achieve good outcomes and avoid adverse childhood experiences.

Over the course of this Plan, we shall continue to...

- Focus on the first 1,001 days of a child's life, recognising the impact on their future of providing the right support for families early on.
- Make improvements in our Children's Trust services and practices to deliver better outcomes for children and better value for money.
- Develop the market and in-house provision in children's services to ensure sufficiency for early years, fostering agencies, children's homes and supported accommodation.
- Progress our Early Help Strategy and provide 'early help' through multiple channels to make sure families will get the right help at the right time from the most appropriate professionals.
- Provide a family hub as single point of support in each of our Local Area Partnerships with family forums that enable coordinated information, advice and help.
- Progress our SEND and Alternative Provision Strategy and Priority Action Plan to ensure that we are providing appropriate good quality, timely support so that every child can progress.
- Deliver additional special educational needs and disability resource provision in schools and a new specialist provision to support children with complex needs.
- Develop the West Northamptonshire Children's and Young People Strategy so that we provide the support and activities that will best help our young people succeed and avoid exclusion and crime.



- Our relationship with our schools and headteachers to ensure we are working collaboratively to drive up attainment and meet the future needs of our population.
- Our LAP future model and how the LAPs and family hubs work collectively to provide joined-up help and address areas of local need or inequalities.
- Develop a clear and shared partnership vision of what youth work will look like across the county and centrality of young people to our communities, ensuring full visibility of available services and that we maximise the opportunities to integrate services.



Our Priority 6

Best Place to Live & Age Well

A healthy and happy West Northants: we want people to live the best lives they can - happy, healthy and independently. As the fourth largest unitary council area in the country with a mixture of urban and rural areas, we have diverse demographics around our key towns and more remote areas.

There are also significant differences between average incomes and ages depending on geography. Regardless of this, our shared partnership ambition is for residents to 'live their best life' in all aspects: health and wellbeing, education, housing and employment, and whoever they are and wherever they live in Northamptonshire.

We know the impact partnership working can have and the positive difference it can make for both communities and service delivery. To that end, we have already established a set of shared aims:

- Improve the health and wellbeing of the population
- Reduce inequalities in health and wellbeing outcomes
- Ensure value for money
- Contribute to the economic and social wellbeing of West Northamptonshire

A strong and supportive West Northants: Confident and empowered communities working together to make a difference. It is vital that we work collectively to support people to stay active and well during their working age years taking a role in promoting the positive influence of wider determinants of wellbeing, jobs, housing, green space and isolation.

While we have a lower-than-average percentage of over 65s, we have seen this group grow at twice the national average and by three times for over 75s. Our emergency NHS services have been under pressure for years and public expectation is to be able to access 'on-the-day' services creating over-reliance on access to urgent healthcare. This has resulted in an exponential increase in demand at A&E and also for social care.

Current expectations are that we will see a 6.5% increase in the overall population of Northamptonshire to 2030, with a 21% growth in the numbers of people over the age of 75 – leading to between 7-8% more attendances at A&E and 10% more emergency admissions. Primary care attendances will increase at similar levels, as will demand for mental health services.

If we do nothing, it would require a minimum of 164 more acute hospital beds, along and similarly unsustainable and unaffordable increases in primary care and mental health services. Shifting the balance to more holistic, proactive, planned support will rebalance and reduce the current reliance on unplanned care ensuring emergency services are able to prioritise and meet the needs of those who are at greatest immediate risk.



To slow this trajectory, we need to support our children and adults to live healthy and active lives. Our green spaces and sport and leisure partners provide a real opportunity to support an increase in healthy life expectancy for local people, alongside work on reducing local health inequalities.

For our elderly population we will need to continue to encourage and support empowered self-care and active prevention where possible, working in partnership with health and the voluntary sector to avoid health crises and reduce hospital admissions but also to manage long-term conditions at home through technology and social prescribing solutions. Where the elderly do face a crisis, we will work with partners to respond in the community and, through joint services and facilities, we will focus on helping them recover their independence. This is better for our residents' outcomes and reduces the cost and operational pressures on health and care.

Our strength-based approach is delivered across our LAPs with the intent on enabling people to remain independent and live their best lives. Integration with health, housing and voluntary sector partners will increase our ability to support people in a person-centred way and make best use of local resources.

Suggested outcomes we want by 2030

- Our residents maintain healthy, active lives facilitated by access to work, homes, transport, leisure and green spaces.
- Adults have access to learning opportunities which support them with work and life skills.
- The elderly and younger adults with care and support needs are enabled to stay well and independent in their community. They are supported by providers who deliver the best quality care.
- Our systems and services increasingly provide holistic care which is joined up and focused on people, not organisations.
- We are getting the best for the West Northamptonshire pound by working as partners to prevent ill health and crisis and provide joined-up care for those that it.
- Increase health life expectancy with a significant reduction in health inequalities.

THRIVING PEOPLE



Over the course of this Plan, we shall continue to...

- Support the Age Well programme, providing holistic support to maximise self-care and wellbeing for people living with frailty.
- Increase the range and breath of services at LAP level to support patients with long term conditions and avoid unnecessary or regular hospital stays.
- Support the increased use of remote monitoring; peer support groups and increased annual health checks to help keep people well at home longer.
- Develop our joint health and care facilities and ability to provide shared intermediate care to avoid people going to hospital or support their discharge and recover their health and independence.
- Explore how we provide more integrated shared services where it makes sense.
- Increase the awareness and use of the Council's website to enable people to access wellbeing services in their communities, reducing demand for the Council.
- Make better use of data to ensure support is prioritised to people to reduce crisis and risk.
- Support carers to maintain their caring roles whilst have a life themselves.

Priority areas for shared development

- More shared services or facilities to support step up or step down from hospital
- Increased use of adaptations, equipment and smart technology to support independence.
- The use of LAPs to help reduce local inequalities in health outcomes.



DRAFT

Our Priority 7

An Efficient & Enabling Council

West Northamptonshire Council strives to be a top performing Council delivering good quality services while being efficient and effective with taxpayers' money.

Strong governance makes us a robust organisation and there is a laser focus on opportunities to innovate and improve. We will continue to operate as an efficient organisation while working ambitiously with our partners to shape our place and provide the opportunity for our residents and businesses to thrive.

Suggested outcomes we want be 2030

- We are a secure and agile organisation, meaning services are easy to use and efficient.
- We are an intelligence and data-led organisation and use information to help make the best decisions for residents and value for money.
- Our workforce is motivated, flexible and adaptable and we are an employer of choice.
- We recruit and retain the best professional staff base, working within a strong performance management and collaborative culture and helping staff develop and learn.
- We have welcoming, efficient service buildings that represent good value for money.
- We are a strong, forward-looking organisation that is open to and embraces change.
- We monitor and manage budgets robustly and use public money carefully.



THRIVING PEOPLE

Over the course of this plan, we shall continue to...

- Digitise processes and build new and more efficient ways for people to interact with the Council, including the use of Artificial Intelligence (AI) and robotic tools where they add value.
- Champion working in partnership across the public, voluntary and community sectors.
- Work as an anchor organisation, ensuring our impact on the local area is positive by empowering the younger generation, being an inclusive employer and maximising our social value impact.
- Optimise the use of the Council's assets to ensure we are getting maximum value.
- Develop our family hubs so that we can provide holistic multi-agency help to those who need our help and to avoid issues escalating to expensive Council Interventions.
- Implement critical key systems and technology in our contact centre, adults, children's, housing and education services.
- Embed a robust corporate planning cycle, including performance and risk management.



THRIVING PEOPLE

Areas we will develop and progress:

- Council-wide transformation which increases efficiency, resilience and productivity.
- Artificial Intelligence pilots and virtual reality tools to test concepts and design solutions for some of our most challenging services.
- Opportunities for joint working, shared assets and resources and schemes that make the West Northamptonshire pound go further.
- Shared data insights and predictive analytics capabilities from a central hub.



One Roadmap to Thriving Places and People

Drafting and designing the final ONE West Northants Plan will form part of a broader strategic context, sitting underneath national and wider regional plans, and providing a framework for more locally-focused plans and strategies to operate within.

It is therefore important we engage with key stakeholders to share our draft plan and priorities and confirm our activities align and reflect our combined ambitions for our people and places. By doing this we will also establish any priorities that are missing, and we stop anything that doesn't fit our combined long-term goals. The following steps are suggested over the next six months to achieve this.

Step one

Early cross-party engagement sessions with the Council's Cabinet and opposition party leadership to confirm the Council priorities and areas of focus as input into the draft ONE West Northants Plan.

Step two

Workshop for members of Partnership Boards as well as the voluntary sector and key strategic partners to achieve a cohesive West Northants-wide approach to delivering priorities, and clarity on who holds responsibility for the delivery of relevant action plans to drive progress towards the goals. Intended outcomes of this are for:

- A common understanding of the current District data in key areas
- A draft set of missions/goals
- Understanding of current strategies/plans that support or potentially work counter to these goals and any gaps.

Step Three

Resident engagement once partnership boards have agreed an approach and identified broad themes of focus (for example, skills, health, jobs and the environment) and engagement to inform and get feedback from residents on the understanding and importance of the missions and potential areas of focus. Public engagement would start in the Winter 2024, with a clear and simple engagement with residents focused around achieving ambitious goals for ONE West Northants.

