

# Thanet District Council



CORPORATE  
PLAN

2024  
2028

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2024  
2028

# Foreword from the Council Leader

**As leader of Thanet District Council, I am proud to be able to present our new Corporate Plan for 2024-28, a period in which we mark the 50th anniversary of the council's establishment through local government reorganisation in 1974.**

With a new cohort of councillors elected in May 2023 and a majority administration now providing a level of political certainty in the medium term, it is an appropriate point at which to refresh our aims and ambitions for the district.

Some themes, however, remain constant. Residents have consistently told the council that they want the district to be cleaner and safer, for us to operate efficiently and listen more to them. Greater prosperity for our communities is a universal aspiration.

Other goals, like protecting the environment and addressing the crisis in affordable housing, have moved up the agenda in recent years, nationally and locally, as the problems have become more acute.

The part played in delivering hyperlocal services by town and parish councils is expanding and the district council recognises the opportunities this provides. It also helps to reinforce the distinct identities of our communities, which we recognise is important.

This plan is a guide for council members, officers and residents. We will continue to develop policies and actions to address the priorities identified within it and reflected in the 2023 election outcomes. It will enable us to assess our progress towards achieving them.

However, the plan belongs to the whole council, not just the current administration. And it will only succeed if it reflects the priorities of the entire Thanet community, which is why we conducted a public engagement exercise to share it before adoption.

I believe that Thanet has a bright future and that the district council can play a leading role in delivering it. This plan is an essential tool to help us shape that.



Handwritten signature of Rick Everitt in blue ink.

Councillor Rick Everitt  
Leader, Thanet District Council

2024  
2028

# Corporate Plan purpose

**The Corporate Plan sets out the direction of travel for the council over the next four years by identifying the overarching priorities for the future of Thanet.**

The plan is essential to help the council work towards achieving its longer-term vision for the district, ensuring resources across the council are focused on what matters most.

Having a clearly defined Corporate Plan provides a focus for the council to plan its work.

As well as setting out the higher level aspirations for the district, it should also outline how the council intends to deliver these priorities.

The new Corporate Plan will be used as the basis for the creation of Service Plans. These are the council's internal operational plans which will set out how the four year Corporate Plan will be delivered by each council service area.

Annual staff appraisals will then be set based on the Service Plans and wider Corporate Plan to ensure that all members of staff are clear of the important role they provide in helping the council to achieve its aims.

The Corporate Plan is a way of ensuring that the community and our stakeholders are aware of the key work the council is delivering and through regular reporting of our performance, can have an oversight of the progress that we're making.

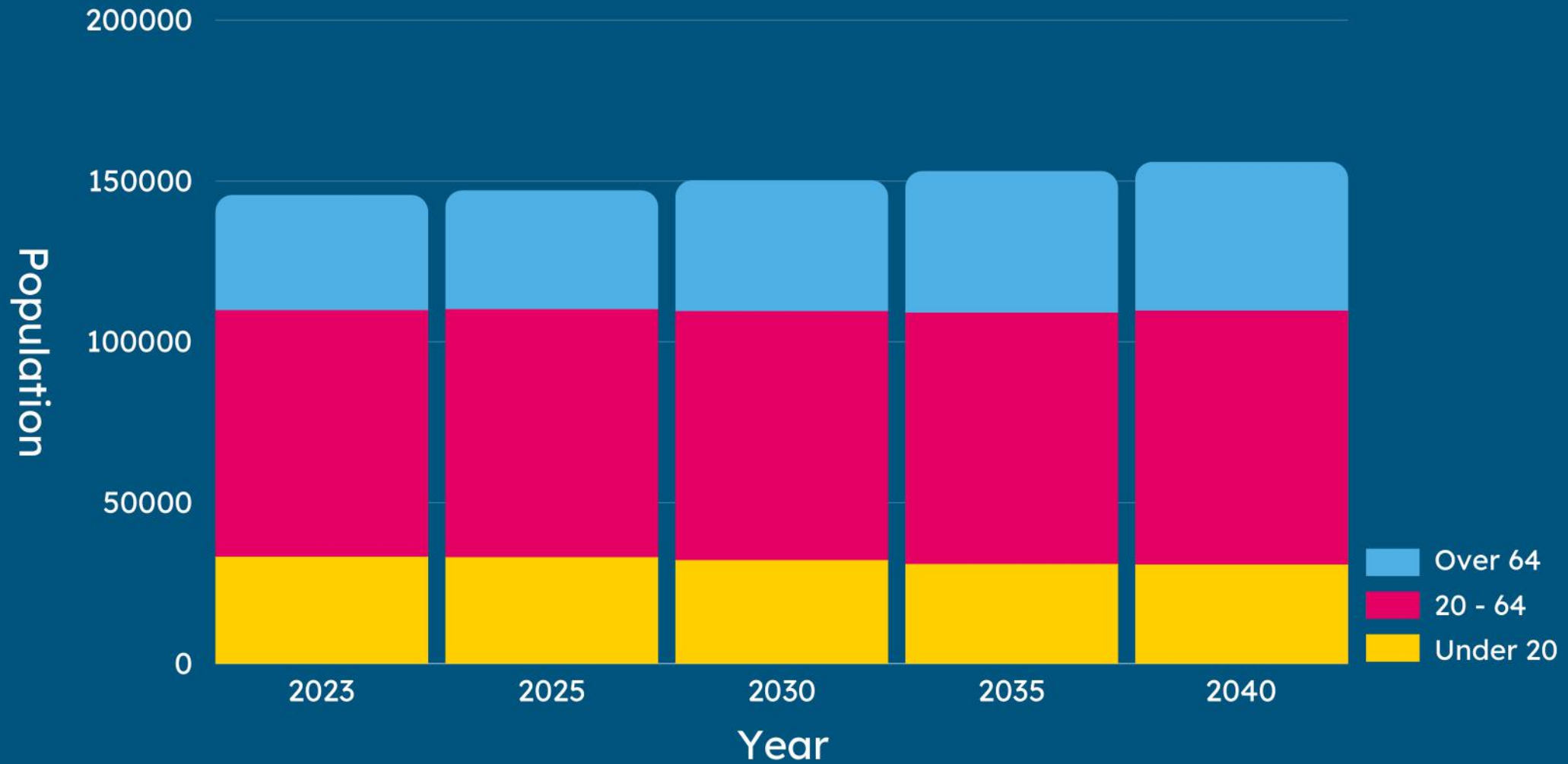
# Where we are today

## **Key demographics for Thanet**

In order to create priorities which reflect what is most needed for the district, it's important that we understand the current makeup of the district and the challenges and opportunities we face.

# Thanet Population Forecast

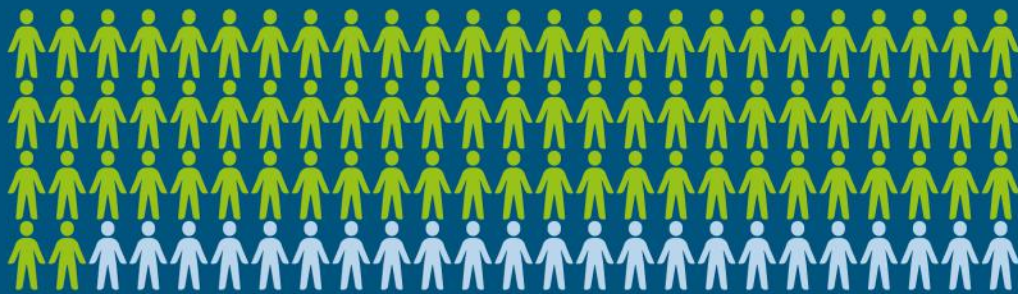
with demographics



Source: Office for National Statistics

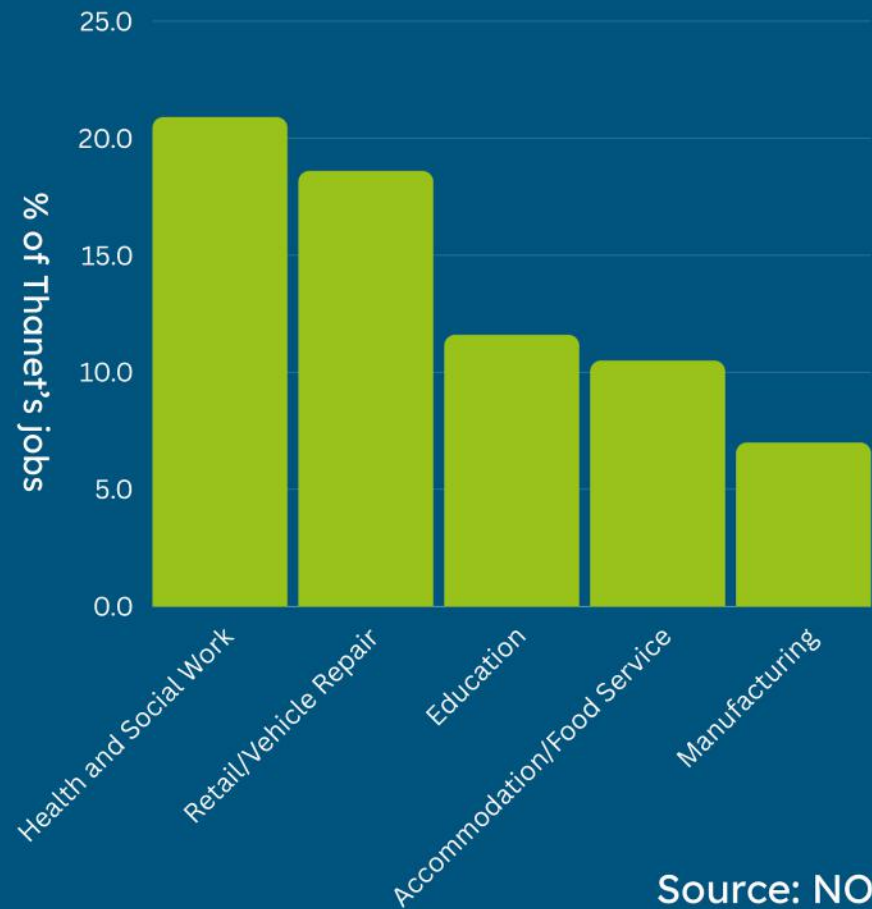


# Employment in Thanet



of people who are economically active

### Top 5 Industries/Sectors



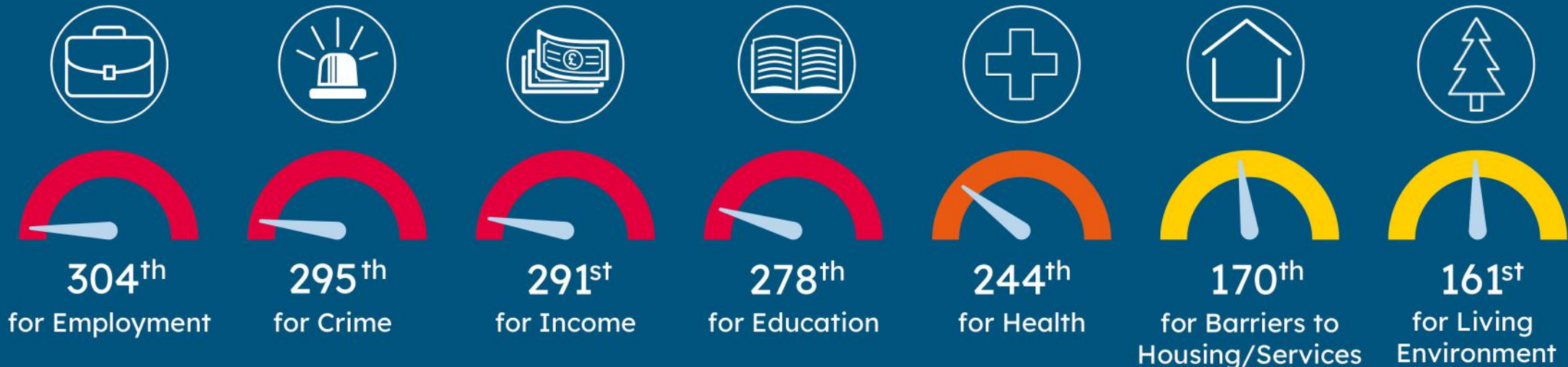
Source: NOMIS

# National deprivation rankings

The Ministry of Housing Communities and Local Government measures relative deprivation across England in a document called the English Indices of Deprivation.

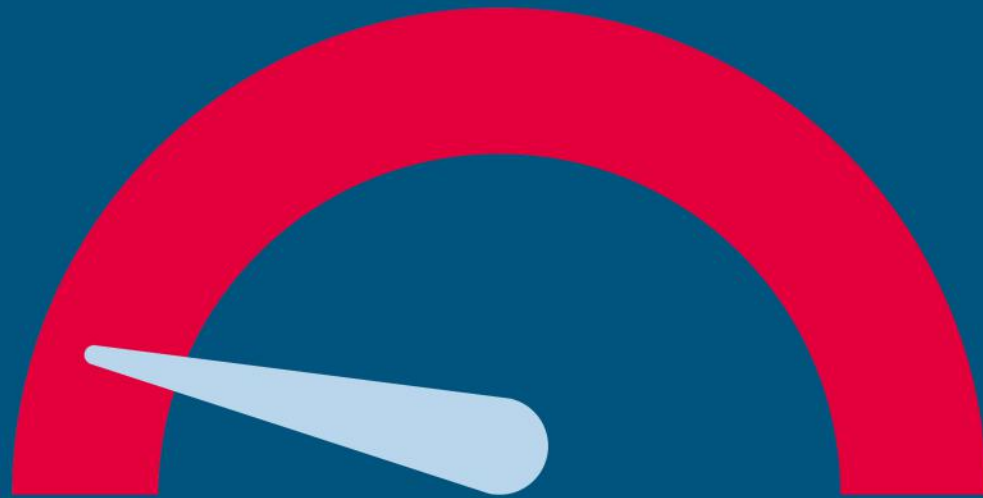
This document compares deprivation between 317 small areas across the country.

Here is how Thanet ranked in the 2019 English Indices of Deprivation:



# National deprivation rankings

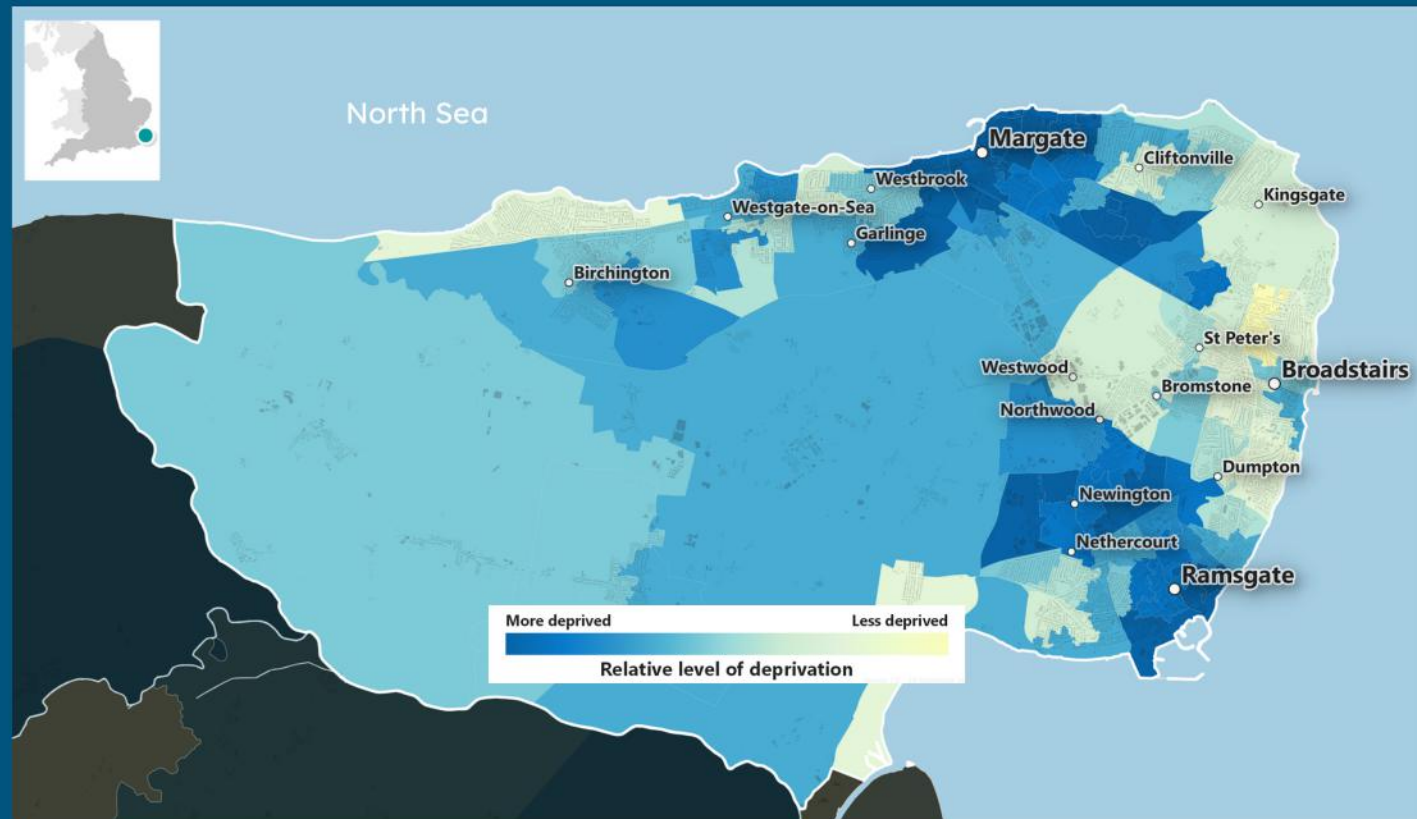
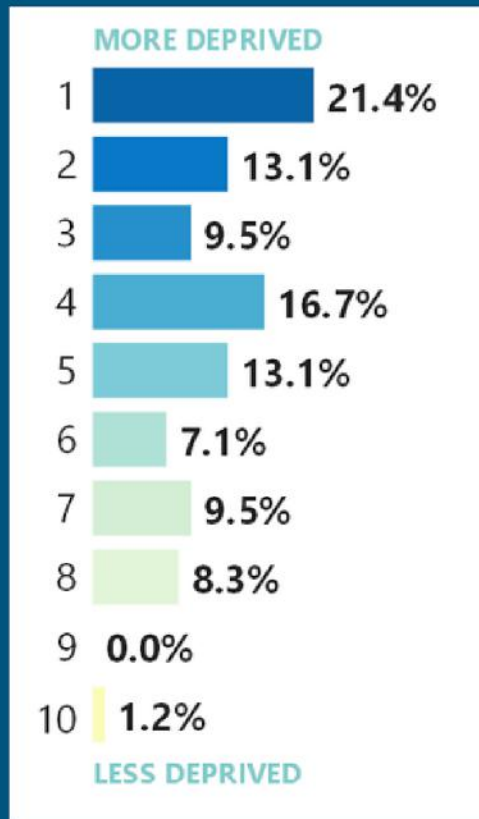
These measures of deprivation are combined to create an Index of Multiple Deprivation.



Overall, Thanet ranked  
**283<sup>rd</sup>**  
out of 317 districts nationally.

# Deprivation mapping

This map shows the most deprived areas in North Thanet to be (West to East): Hartsdown, Central Margate and Dane Valley. In South Thanet, the most deprived areas are Newington, Central Ramsgate and Northwood.



More detailed demographic data can be found on the NOMIS official census and labour market statistics website.

Source: English Indices of Deprivation 2019, Ministry of Housing, Communities and Local Government

# What our residents say

**CLEAN  
STREETS**    **FEELING  
SAFE**    **THRIVING  
TOWNS**

Each year, we ask residents for their feedback via the annual residents' survey.

Their responses are consistent when it comes to their priorities for the council.

**Clean streets, feeling safe** and **thriving towns** are the three areas residents consistently highlighted.

The responses to our most recent annual residents' surveys can be found on our [website](#).

## Three **most important things** in making Thanet a good place to live:

Rank	2022	2021	2020	2019
1	Feeling safe 51%	Feeling safe 43%	Feeling safe 41%	Feeling safe 52%
2	Clean streets 39%	Thriving towns 40%	Quality of beaches 37%	Clean streets 39%
3	Thriving towns 37%	Quality of beaches 38%	Thriving towns 36%	Thriving towns 37%

## Three things which **most need improving**:

Rank	2022	2021	2020	2019
1	Clean streets 54%	Clean streets 50%	Clean streets 53%	Clean streets 55%
2	Thriving towns 40%	Thriving towns 34%	Thriving towns 43%	Thriving towns 41%
3	Feeling safe 32%	Affordable housing 32%	Feeling safe 26%	Feeling safe 38%

## Three words which best describe how residents would like us to be in the future:

Rank	2022	2021	2020	2019
1	Efficient 40%	Efficient 40%	Efficient 39%	Efficient 42%
2	Trusted 35%	Trusted 31%	Trusted 30%	Transparent 29%
3	Listening 28%	Transparent 27%	Responsive 30%	Trusted 28%
4	Responsive 28%	Responsive 27%	Transparent 27%	Responsive 28%



# BEING EFFICIENT

is consistently the **top thing** expected from us as a council, and

# LISTENING

to the concerns of local residents is consistently the area where  
there is **least confidence**.

Our new Corporate Priorities will seek to  
focus on these areas.

# Our ten year vision statement



A vibrant coastal resort where communities, businesses and residents thrive, supported by a listening and efficient council.

Prosperity is increasing for all, protecting the environment is a common goal and there is pride in our beautiful place.

# Our Corporate Priorities

**The following corporate priorities set out the things that the council will focus on over the next four years to get us closer to achieving our vision for Thanet.**

Priority one: To keep our district safe and clean

Priority two: To deliver the housing we need

Priority three: To protect our environment

Priority four: To create a thriving place

Priority five: To work efficiently for you

These five priorities are of equal importance and are not ranked in order of priority.

# Our Corporate Priorities

Keep our district

**SAFE + CLEAN**

Deliver the

**HOUSING**  
we need

Protect our

**ENVIRONMENT**

Create a

**THRIVING PLACE**

Work

**EFFICIENTLY**

for you

Keep our district

S  F F E +  
C L E  N

**Having safe and clean streets remains a priority for our residents.**

We will continue to focus on the services we provide which help to create a clean and welcoming environment in the district.

We will be clear about what we will deliver and will call upon the community to support our endeavours through feedback, as well as education and enforcement when this is needed.

We will work within communities and with local groups and organisations, including the police, to improve the perception and reality of public safety.



## We will do this by:

- Delivering an efficient street cleansing service which adapts to the local environment and uses modern vehicles, equipment and technology.
- Increasing the rate of recycling across the district by making it easier to recycle, via residential collections and public bins.
- Tackling anti-social behaviour, graffiti and fly tipping through education, enforcement and timely clearance.
- Developing closer working relationships between the council, partner agencies and the community, building trust and shared responsibility for public safety. Through the Community Safety Partnership we will develop a multi-faceted approach to crime prevention.

Deliver the

**HOUSING**

we need



**We will deliver high quality housing and prioritise the creation of additional council homes that are both accessible and affordable for local people.**

We will build our reach and reputation as a social landlord, and provide new homes in sustainable locations with services to support residents.

We will expand in-house temporary accommodation to stop out-of-area homelessness placements and do all we can to prevent homelessness and reduce rough sleeping.

Deliver the  
**HOUSING**  
we need



## We will do this by:

- Providing high quality council homes that are safe, well maintained and energy efficient.
- Delivering at least 400 new council homes by 2027.
- Increasing the supply of local temporary and emergency housing.
- Supporting homeowners, landlords and private sector tenants to improve the quality and energy efficiency of homes in the private sector.
- Providing a responsive housing and homelessness service that supports vulnerable people and families to find the home they need.

Protect our

**ENVIR****NMENT**

**We will deliver on our commitment to reach net zero by 2030, including retrofitting council-owned buildings to save energy, introducing more vehicle charging points, electric-only council vehicles and promoting active travel.**

We will do more to make tackling climate change an achievable goal for all and will lead by example. Increasing opportunities for biodiversity will be a priority wherever possible and we will maintain our parks and spaces to a standard for all to enjoy.



## We will do this by:

- Investing in the decarbonisation of the council's housing stock.
- Reducing the carbon emissions from the council's buildings and operations.
- Delivering housing developments which incorporate Net Zero initiatives.
- Using our local planning powers to plan for a greener future.
- Supporting local residents and businesses to be more environmentally friendly through regular awareness campaigns and signposting to grant schemes.

Create a  **THRIVING**  
**PLACE**

**We will strengthen the local economy and do what we can to enable the whole community to take more pride in living here.**

**We will continue to deliver our multi-million pound regeneration schemes (Future High Street Fund, Levelling Up Fund, and Town Deal) including reviving the Port of Ramsgate.**

**We will build closer links with local businesses, actively supporting Thanet's important tourism and cultural sectors. We will ensure our estate is managed effectively and work hard to improve the appearance of our towns, villages, residential neighbourhoods and coastline.**





Create a  
**THRIVING  
PLACE**

## We will do this by:

- Delivering an ambitious programme of regeneration projects across the district focused on improving public realm and significant heritage buildings, creating employment and opportunity and supporting a vibrant local economy.
- Developing an Economic Growth Strategy for Thanet with a focus on supporting the growth of specific sectors and a thriving district.
- Utilising the UK Shared Prosperity Fund programme to support our Community, Voluntary and Social Enterprise Sector and building their capacity.
- Planning for a greener, more prosperous and equitable future that meets the needs of residents and businesses.



Work  
**EFFICIENTLY**  
for you



**We will be an efficient and effective council with a focus on continuous improvement.**

Being open, transparent and responsive will be our default and we will strengthen our partnerships with town and parish councils. We will be clear about how our services are performing and provide more opportunities for you to help shape the way we work.

We will continue to transform and improve the way we deliver services online, streamlining the way our services are accessed. We will ensure that our digital ambition is inclusive.

## We will do this by:

- Developing and implementing a refreshed organisation business plan and values.
- Refreshing our corporate performance indicators and increasing transparency around performance management so that residents can more easily track progress.
- Creating and publishing corporate standards to improve engaging with the council.
- Continue to safeguard council taxpayers money and spend it wisely, by having robust, resilient and sustainable financial management.

# Staying on track

## **Regular reporting of progress against our priorities will be crucial.**

The council will refresh its corporate performance indicators to reflect the new priorities.

Corporate performance data will be published on the council's website and will be reported formally to the Overview and Scrutiny Panel and to Cabinet on a six monthly basis.

There will be a more detailed mid-term review undertaken after two years to monitor progress with the whole plan.

New Service Plans will be created. These are the operational plans which will set out how the four year Corporate Plan will be delivered by each council service area.

Annual staff appraisals will be set based on the Service Plans and wider Corporate Plan to ensure that all members of staff are clear of the important role they provide in helping the council to achieve its aims.

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