



RUGBY BOROUGH COUNCIL

CORPORATE STRATEGY

2025 - 2035

FROM THE LEADER

We are proud to present the new Corporate Strategy for Rugby Borough Council, outlining our plan to achieve a better, fairer, and greener borough.

This strategy has been developed following joint working between the Labour and Liberal Democrat groups, recognising the commitments which they made to work collaboratively following the elections in May 2024. Both Groups remain fully committed to ensuring that Rugby Borough Council provides the people of the borough with services in an open and democratic way, and that the council has a strong, stable and open leadership.

Our vision for 2035 is to achieve a more sustainable economy for all, where our natural environment, people and businesses are thriving.

Our mission to achieve this is clear: we will develop policy and work in collaboration to protect the vulnerable, reduce inequalities, improve skills and access to skilled jobs, increase affordable housing, boost our infrastructure such as health services and education, and protect and nurture the natural environment.

Our love for Rugby and its villages is what drives this Corporate Strategy, placing our communities at its core. As Councillors, we take great pride in serving our borough and representing all residents, communities, and businesses. Our values guide every decision we make. We envision a transformed borough by 2035, recognising that our long-term vision requires immediate action and a strategic plan.



We have identified four key priorities, focusing on modernising the organisation to deliver high-quality outcomes across short-, medium-, and long-term goals.

A high-performing workforce is essential to our strategy, enabling us to provide efficient and effective services. By investing in our staff and attracting top talent, we can enhance our performance and leverage digital solutions, allowing residents to access services online 24/7.

As the fastest-growing town in the West Midlands—and one of the fastest in the UK—we face both exciting opportunities and increasing demands on our services.

While the council is not immune to the challenges posed by public finance pressures and impacts of the cost-of-living crisis, we are committed to addressing these issues through innovation and by seizing opportunities to bolster our financial resilience.

This Corporate Strategy reinforces our dedication to being at the heart of our communities. We will collaborate with residents, businesses, the community and voluntary sectors, and other partners to realise our aspirations for the borough.

Together, by implementing this Corporate Strategy, we can build a better, greener, and fairer Rugby for all - and one that we are ever prouder to call home.

Cllr Michael Moran, Leader of the Council.



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**WE
ARE**

PROUD

AMBITIOUS


RUGBY

OUR MISSION



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FOUNDATIONS OF THE CORPORATE STRATEGY



The ambitious aims and priorities set out in this Corporate Strategy require the council's staff and councillors to work collaboratively, with an emphasis on developing, supporting and empowering our staff to reach their full potential.

By investing in our staff, promoting a wellbeing culture and delivering high quality services, we aim to become an employer of choice for the best talent, both local and from within the wider public sector.

The council must continue to be well run, with a focus on delivering the maximum benefit for residents, businesses and communities from the resources available.

To achieve this, we will ensure the council is financially resilient while introducing new approaches to the way we do business. For example, securing new funding to maintain the highest standards of service or making best use of technology to better meet residents' needs.

The council will maintain good governance across the organisation to ensure effective decision-making, the best use of resources and the development of policies and strategies with our communities and stakeholders.

A HEALTHIER RUGBY

To support people to live healthier, longer, and more independent lives.

WHAT WE WILL ACHIEVE

- Improve access to health and wellbeing services for residents, with a focus on prevention.
- Reduce health inequalities in our communities.
- Support residents to live well by promoting healthy behaviours and lifestyles.
 - Improve physical and mental health support for young people.
 - Bring together our residents through cultural festivals and community events.



HOW WE WILL DO THIS

- Work closely with stakeholders to increase access to health services across the borough.
- Ensure the provision of services meets the growing population.
- Increase health prevention services via the Rugby Health Partnership Delivery Plan.
- Invest in community and voluntary groups to improve mental health support.
- Work with businesses and within the council to support workplace health and wellbeing.
- Ensure that residents have access to quality parks and open spaces.
- Provide access to leisure, cultural and outreach services to reduce isolation.

WHAT SUCCESS LOOKS LIKE

- A Health and Wellbeing Partnership Strategy with measurable success.
 - Increased social value generated across the borough through council involvement.
 - A robust network of volunteer and community groups working alongside the council.



A THRIVING RUGBY

To deliver a thriving economy which brings borough-wide investment and regenerates Rugby town centre.



WHAT WE WILL ACHIEVE

- A thriving town centre with a mix of retail, leisure, residential and community spaces.
- Attract and grow innovative and sustainable businesses, benefitting local employment.
- Support and grow pride in everything great about Rugby borough.



HOW WE WILL DO THIS

- Develop a Town Centre Delivery Plan, together with a long-term investment plan, setting out key priorities and next steps.
- Develop a cultural quarter in the town centre which brings together independent businesses and entertainment with local artists.
- Deliver an expanded local events programme to drive increased borough-wide footfall, including a new 'Love Rugby' festival.
- Encourage tourism into the borough, focussing on day tourists within a 25-mile radius.
- Work with businesses and education providers to increase participation and build skills.
- Deliver a Local Plan which embeds our vision for sustainable growth.
- Develop a new and ambitious Economic Strategy for the borough and provide support to businesses.
- Work with partners to develop opportunities for green energy jobs and skills development.

WHAT SUCCESS LOOKS LIKE

A broad scope economic strategy which drives growth by focussing on town and village centres, - health and wellbeing, skills and training, and leisure, events and culture.

A support package for local businesses as they progress from start-up to established companies. -

A thriving and attractive town centre with an improved public realm. -



A GREENER RUGBY

To protect the environment and ensure the borough adapts to climate change.



WHAT WE WILL ACHIEVE

- Reduce the council's negative impact on the environment.
- Support residents, businesses, and communities to adapt to the changing climate.
- Support nature's recovery and increase biodiversity in the borough.





HOW WE WILL DO THIS

- Reduce the council's reliance on fossil fuels in line with our net-zero target.
- Develop and implement a Climate Adaptation Plan for the borough of Rugby.
- Reduce climate inequality and provide support for vulnerable residents.
- Support schools and assist them in delivering environmental initiatives and learning.
- Increase tree and wildflower meadow planting across the borough, creating more liveable neighbourhoods.
- Ensure that transport infrastructure supports active and sustainable travel.
- Improve and enhance waste management practices to create a circular economy.



WHAT SUCCESS LOOKS LIKE

- Active management of our green spaces to mitigate flooding and boost biodiversity.
 - Provide regular updates on our work on climate change and become a champion of information sharing for our communities
 - Reduce the council's carbon footprint.

A FAIRER RUGBY

To reduce inequalities and improve housing across the borough.



WHAT WE WILL ACHIEVE

Work with our communities and partners to reduce inequality -
across the borough of Rugby.

Improve availability of quality housing to meet local needs. -

Create safe communities where diversity is celebrated. -





HOW WE WILL DO THIS

- Utilise existing stock condition survey data to inform a new 30-year strategy to manage and maintain the housing provision across the borough of Rugby.
- Ensure consistency in private sector housing by creating a Landlord Forum and Landlord Charter.
- Establish a new Rugby Partnership Board with the shared ambition of reducing inequality significantly.
- Support key voluntary and community organisations working to tackle inequality, by developing a long-term support plan.
- Enable new services which support residents to access affordable food and warmth.
- Developing an improved understanding of the social value of our actions.
- Develop and implement an Equality and Diversity Strategy.

WHAT SUCCESS LOOKS LIKE

- Levels of inequality and poverty across the borough of Rugby have been reduced.
- We understand and act upon the social impact of our interventions.
- A strong and robust network of community groups and partnerships working together.



Rugby Borough Council is committed to supporting the use of digital channels wherever possible.

This will allow residents, businesses and communities to engage with us in a way which works for them.

This document contains hyperlinks, text, images and other interactive content. For the best viewing experience we recommend using a digital device.

If you require this document in large print, an alternative accessible format or different language, please contact:

email - alternative-documents@rugby.gov.uk

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