

# SUMMARY OF ACHIEVEMENTS TO THE CORPORATE PLAN 2024-2025







## PEOPLE:

### CORPORATE PLAN AIMS:

- Help people to stay healthy, happy and active and continue to provide initiatives that support children and young people, older people and our vulnerable residents
- Maximise our residents' potential through employment and skills support
- Reduce crime and anti-social behaviour

### ACTION:

#### Improve the quality of existing homes and increase the availability of affordable housing

Maintained 100% Decent Homes across our council homes

Improved the energy efficiency of 57 council homes funded by the government's Social Housing Decarbonisation Fund

Bought 13 more council homes, increasing the council's housing stock.

Completed energy efficiency improvement works to council homes achieving an average of band C energy efficiency for all our council homes

Installed 51 renewable technologies to council homes

Carried out 3,659 improvement works to 1,682 council homes – spending some £6,094,463

Installed additional insulation to 203 properties, including 133 lofts and 70 cavity walls.

## **ACTION:**

### **Work to prevent all forms of homelessness**

Supported 330 customers into different housing tenures

Provided housing advice to 1,289 customers

Supported rough sleepers during adverse weather through our Severe Weather Emergency Protocol

Assisted five Priority rough sleepers through the Rough Sleeper Initiative

## **ACTION:**

### **Deliver and monitor our cost-of-living support programme**

The Welfare Support Service assisted 1,617 residents who were experiencing financial hardship. Support ranged from support to claim the correct benefits, maximise households' incomes, access to grants and help towards food and energy costs.

Created the Hinckley and Bosworth Food Poverty Network, which brings together agencies and the voluntary sector to share knowledge and work together to tackle food poverty.

Successfully set up and ran Uniform Swap shops across the borough during the Summer and Easter where families were able to access free-of-charge school uniform for their children. 50 + schools were represented across 9 locations.

Paid a total of £5,663,196 in respect of Council Tax Support, meaning that those eligible will have their Council Tax bill reduced, creating more disposal income

Continue to support Warm Welcome venues across the borough, during Winter 24/25 there were 62 venues operating offering individuals somewhere warm over the winter months, with over 125 sessions running each week. We distributed £62,000 of grants to Warm Welcome venues to support their operations in 2024/25.

Paid out £106,681.21 for those eligible to receive Discretionary Housing Payments

## **ACTION:**

### **Work with partners to deliver local skills and employment programmes**

Supported 40 individuals into employment and skills through Beam partnership, a service for people who are homeless or at risk of becoming homeless.

## **ACTION:**

### **Support workplace health initiatives**

Held sessions with DWP and wider health sector partners on creating a healthier workforce. Supported new Work Well programme.

Carried out more than 40 HBBC employee Health MOTs - including BP, diabetes risk score, cholesterol and BMI. Improving staff awareness of their own health outcomes.

Shared monthly updates to employees on a variety of health-related support options and interventions.

## **ACTION:**

### **Promote and deliver a wide range of preventative health interventions**

Continued delivery of the H&B Community Health & Well Being Plan. Focus is on five evidence based priorities; Mental Health, Carers, Cost of Living, Housing and LD/SEND. Each has a dedicated Action Plan that captures progress.

Installed six defibrillators across public access community centres

Delivered eight Steady Steps 24 week falls prevention programmes across the borough to older adults, funded via ICB and UKSPF. Clinical outcomes are measured as part of delivery. These courses go on to be maintained as Steady Steps Plus classes and there are seven running weekly. Reaching more than 148 residents.

Delivered seven Chatty Chairs classes, with light exercise and a chat, addressing social isolation and inactivity. Reaching ~160 residents. Funded via UKSPF.

Supported 391 people with long term health conditions by signposting them into programmes and services that will support them to become more active. 86% had a long term health condition and 94% were not reaching their recommended guidelines for exercise.

Delivered four ESCAPE-Pain (Enabling Self-management and Coping with Arthritic Pain through Exercise) programmes to help 55 people aged 45+ with osteoarthritis or other health conditions causing severe pain in their knee/hip and back, to become more physically active.

Provided neighbourhood mental health coordination on behalf of the Integrated Care Board (ICB). This work includes the ongoing promotion of [llrjoy.com](https://www.llrjoy.com) and the neighbourhood mental health café offer as an integral component of the mental health urgent care pathway. The initiative continues to reinforce the critical importance of collaborative working across statutory services, charitable organisations, and the wider Voluntary, Community and Social Enterprise (VCSE) sector.

## **ACTION:**

### **Maximise opportunities to participate in physical activity working with sports and health partners**

Delivered age appropriate eight-week wellbeing courses to 30 schools, engaging with 1,250 children and young people which data shows has had a positive impact on the attendees' self-confidence, self-esteem and resilience.

Supported 500 children through 1:1 emotional literacy support in schools (postvention) helping children with emotions, bereavement, self-esteem and resilience.

Helped 6,702 inactive adults, older adults, children and young people to become more active. In a project supported by £81,000 investment from Public Health/ICB more than 1000 people were tracked on their activity levels. This revealed a 90% reduction in inactivity and a rise of 52% in those now classed as 'fairly active' or 'active'.

Worked with four local clubs to offer two 'come and try it' days for LD/SEND pupils and local day care groups. 125 people attended the two sessions.

Provide weekly tennis sessions at three venues for neurodiverse young people. More than 800 people attended over the year at both Desford and Hinckley tennis club. Desford Lawn Tennis Club won the LTA Connecting Communities Award 2025 for their Disability Programme.

Increased footfall at Hinckley Leisure Centre to 866,783. This is an 11% increase on the previous reporting year, a real achievement to be celebrated. Pickleball has been the standout sport this year, regularly contributing to 70-80% increase in sports hall participation. 2,000 children swim each week on the Learn to Swim programme.

Secured bicycle and scooter parking onsite at key council events, to promote sustainable travel, supported by HBBC Physical Activity colleagues and Leicestershire County Council Sustainable Transport team.

Supported local GP practices in the borough to obtain the national accreditation 'Active Practice'. Has been awarded to Centre Surgery with Barwell and Station View awaiting assessment.

## **ACTION:**

### **Deliver housing related health projects**

Tackled damp and mould in our council homes by revising our damp and mould process (needs more info)

Implemented advanced response to damp and mould cases to exceed upcoming targets required by Awaab's Law, part of the Hazards in Social Housing (Prescribed Requirements) which will legally require social landlords to respond to damp, mould, and emergency hazards within very strict timeframes.

Assisted 160 individuals through the Safe Spaces project

Continued to develop and extend the reach of the Housing and Respiratory Illness Project, including training and partner agency referral

## **ACTION:**

### **Be proactive in tackling emerging community safety threats**

Continued to address emerging community safety concerns through the Endeavour Partnership

Investigated 703 cases of anti-social behaviour

Achieved 74.9% tenant satisfaction for ASB cases

Investigated 748 noise complaints

The safeguarding team took appropriate action to ensure the safety and welfare of 503 individuals.

Community safety team, supported by partners, engaged with 3651 students and delivered a range of other workshops on topics such as safer driving, ASB, healthy relationships, drugs and alcohol, exploitation, healthy holidays and working with school councils on youth voice. Feedback from teachers and young people is positive and shows increased knowledge.

Organised a successful Youth Conference aimed at 12-to-15-year-olds. 69 students representing nine of the borough's secondary schools attended. The conference offered young people a varied and interactive programme of activities, including workshops on preventing serious youth violence, climate change, and health and wellbeing. There were also table discussions with councillors involving young people's suggestions about what works well within their communities and suggestions for improvements.

Ukrainians living in Hinckley and Bosworth continue to receive bespoke support from our Ukraine Response Co-ordinator, including housing support. 120 Ukrainians have transitioned to private accommodation, 56 have relocated or left the UK, and 84 remain with hosts. A total of 222 individuals have sought assistance with immigration and the Homes for Ukraine scheme, with 105 receiving support in securing private accommodation and essential services. Around 190 refugees are in regular contact regarding employment and education, with 67 supported in CV writing and 29 receiving one-to-one interview preparation.

## **ACTION:**

### **Launch prevention initiatives, including burglary campaigns**

Commissioned specialist youth outreach and diversionary provision through Streetvibe Young People's Service. In 2024-25 Streetvibe had 956 positive engagements with young people in hotspot areas for anti-social behaviour.

Developed a LLR Hate Crime Hub. This hub provides a central repository for information and guidance regarding hate crime for professionals and the community.

Working closely with local police, Hinckley Business Improvement District (Hinckley BID), partners and businesses to reduce crime in Hinckley town centre. Retail crime has been a focus. The use of retail radios, the DISC system (which allows timely sharing of information between police, CCTV and businesses), town centre policing, CCTV cameras and close working with businesses has yielded excellent results with arrests and property recoveries. This approach has resulted in high success rates in the detection of retail theft, well above the Leicestershire Police average.

## **ACTION:**

### **Work with partners to prevent and reduce incidents of violence, including domestic violence**

Through working with partners, we've experienced a decreasing trend across the area in serious violence compared to the previous year, as recorded by our most recent Serious Violence Strategic Needs Assessment.

Used robust structures to partnership manage any issues relating to the night -time economy. These include effective operational work between CCTV, Police and licensees, effective Pubwatch schemes and the use of night-time economy marshals at key times.

Between April 2024 and March 2025, the council's domestic abuse outreach service supported 167 victims/survivors of domestic abuse

The council's domestic abuse outreach service launched a target hardening offer for residents giving survivors access to a target hardening pack. The pack contains items like window alarms, solar lights, personal alarms and other target hardening devices that help survivors feel safer in their homes. Additional offers to survivors supported by our Housing and Community Safety Teams also include access to electronic recording video doorbells and HBBC Lifeline.

## **ACTION:**

### **Work with partners to develop the capacity of the local voluntary sector**

Continued to support Voluntary organisations and volunteers through two dedicated funding pots; Making a Difference and Community Volunteer Fund. £70,000 was approved for Voluntary and Community Sector groups in Hinckley and Bosworth. 37 projects were delivered.

Community Organisations and Volunteers continue to receive support via the Voluntary and Community Sector (VCS) partnership to find volunteers or volunteering opportunities. 237 community groups based in Hinckley and Bosworth signed up as members to the VCS network as of March 2025.

Launched a one-off fund in 2024 to mark the 50th anniversary of Hinckley and Bosworth Borough Council, inviting VCS groups operating in the borough to apply for a grant of up to £500 to commemorate the milestone. 20 grants were distributed to local VCS groups totalling £9042.

## **ACTION:**

### **Make the best use of technology to widen our customers' access to our services whilst ensuring customers retain choice in their contact methods**

Installed 287 Lifelines to support vulnerable residents

Installed 17 fall detectors and six smoke detectors to support vulnerable residents.

Undertook a public consultation on council communications methods to ensure we are using the most appropriate and efficient ways of reaching customers with information.

## **ACTION:**

### **Include other partners at the Hub to maximise its use and expand accessibility for our residents**

Attracted NHS Physiotherapy partners into the Hub alongside capital investment into the remodelling and refurbishment of the newly occupied areas.





## PLACES: (Shaping development of the borough)

### CORPORATE PLAN AIMS:

- Adopt a new and ambitious Local Plan
- Work towards a greener borough
- Promote sustainable development and initiatives to reduce the carbon footprint of the borough

### ACTION:

Improve planning performance for customers

Exceeded national planning targets by processing 84% of minor applications and 81% of major applications on time or within agreed timeframes, both well above national targets of 70% and 60% respectively.

### ACTION:

Adopt the new open space strategy and improve our green spaces by implementing the actions in the new green space delivery plan

Carried out site improvements at Battling Brook; works included desilting works and tidying to brook course.

Invested £61,000 in refurbishments and improvements to Richmond Park play area and ballcourt

### ACTION:

Oppose inappropriate development including the Hinckley National Rail Freight proposal

Successfully opposed the development of the proposed Hinckley National Rail Freight Interchange through a further round of consultation between December and January, with a decision made by the Government in March to refuse the proposal.



## **ACTION:**

### **Deliver campaigns on litter, fly tipping and dog fouling**

Three successful campaigns ran:

- A5 Litter Partnership campaign focusing on litter from vehicles along the A5 working with other districts to tackle issues along this busy corridor, campaign included enforcement, petrol pump advertising, litter volunteers, posters and working with local businesses.
- Borough wide litter campaign lead by HBBC but used across the County focusing on littering, campaign included school poster competition, enforcement, posters, and social media.
- Duty of care (DOC) campaign lead by NWLDC but ran across the County, campaign focused on visiting businesses to check how they dispose of waste, social media, and enforcement to aid with reducing business waste fly tips.

## **ACTION:**

### **Ensure effective enforcement to tackle issues including breaches of planning control**

Identified 10 category one hazards in private sector properties and monitored or used enforcement where appropriate

Relating to Environmental Enforcement the team issued 126 warning letters relating to fly tipping, 27 Duty of care inspections, issued four Fixed Penalty Notices, 14 community protection warnings/ notices, conducted four Interviews under caution and three successful prosecutions.

## **ACTION:**

### **Ensure effective enforcement to tackle issues including breaches of planning control**

Increased recycling rate for household waste collections in 2023/24 (latest audited data) from 41.2% to 43.5%

Provided food waste collections for existing trade waste customers in accordance with legislation from 1 April 2025

Continue to provide a low-cost recycling solution to Hinckley Town Centre BID Members helping them to increase recycling

## **ACTION:**

### **Expand and deliver community tree planting schemes**

Continued to deliver community tree planting schemes across the borough 27,000 free trees handed out to residents, community group and Town and Parish Councils over the borough.

## **ACTION:**

### **Increase access to electric vehicle charging points across the borough**

Continued to improve electric vehicle charging point access in partnership across key sites

## **ACTION:**

### **Secure Green Flag status for our parks and adopting new open spaces**

Green Flag status at Argents Mead and Hollycroft Park retained

## **ACTION:**

### **Promote biodiversity and produce a refreshed Climate Change and Biodiversity Strategy**

Progressed biodiversity works across five HRA sites. Progressed a regeneration project at a garage site to improve biodiversity and improve infrastructure

Launched our council tenant gardening competition

Advanced works to a prominent car park to improve access and biodiversity

## **ACTION:**

### **Reduce the carbon emissions from our own operations**

Completion of solar project at Hinckley Leisure Centre (March 2025). Installed 700 new solar panels at Hinckley Leisure Centre, aiming to save 52kg of carbon each year, now generating free power.

The panels were partially funded by a £120,000 grant from Sport England's Swimming Pool Support Fund.

Completed installation of green technology at a sheltered housing scheme to reduce carbon emissions

Advanced further measures to reduce carbon emissions across housing community assets

Commenced a programme of works to install PV panels to non-traditional council homes

Supported Hinckley Club for Young People to obtain grants to install solar panels.

Continued use of HVO for the fleet saved 710 tonnes of carbon (75% reduction compared to 2019/20 baseline)

## **ACTION:**

### **Develop the Parish and Community Initiative Fund to renew focus on climate change/biodiversity**

Revised the parish toolkit to reflect climate change and biodiversity mitigations.

## **ACTION:**

### **Launch a new community equipment grant for the rural areas**

This grant has now been established and is in its second year.

## ACTION:

### Deliver the actions in the Rural Strategy

Successful annual Rural Conference held in March 2025. Over 90 participants attended. They were provided with an update on progress against each of the actions within the Strategy.

Delivered three inter active parish forums with participation from partners such as police and LRALC

## PLACES: (Town centre)

### CORPORATE PLAN AIMS:

- Enhance and promote our town centres
- Adopt new plans for our key towns
- Deliver our UK Shared Prosperity Fund Programme

## ACTION:

### Continue to market and promote our town centres, with campaigns to tackle vacant units

Introduced a Sunday craft market ran by All Communities Matter, the first market of the year was held on Sunday 30th March and gained a footfall of around 4,090 which showed an uplift of a 20.6% increase in the town centre on a Sunday.

Hinckley Market Facebook page has now reached over 2,600 followers and is ran loyally by one of the traders. This is used to promote new and regular traders and their goods to residents. Please visit: [Hinckley Market | Hinckley | Facebook](#)

## ACTION:

### Support and work collaboratively with Hinckley Business Improvement District

The BID has successfully co-located into HBBC offices within the Hinckley Leisure Centre. This has improved joint working and collaboration.

Businesses in Hinckley voted positively in Q3 2023 that a fourth term should proceed. Therefore, as from 1st May 2024 the BID commenced its next 5-year term, 2024-2029.



## **ACTION:**

### **Deliver our annual events programme**

Joint working on events programme, including promotion, pre-event and de-brief meetings, and in-kind sponsorship i.e. Hinckley BID fancy dress swap shop at Snap Dragon. Events included on annual TTRO programme and covered by HBBC PLI insurance. Experienced event staff available for BID events.

Successful events program in 2024, bringing in an additional footfall of 101,073 people compared to previous weeks footfall – this was a footfall increase of 62.7%. Notable events were as follows:

St Georges Day – 3,924 additional visitors

Soap Box Derby - 6,652

Snap Dragon – 6,630

Feast – 8,302

Motorshow – 20,861

Christmas Lights – 18,903

All these events were very popular – but there were another 25 events throughout the year – all bringing in extra footfall into the town centre.

Increased participation in Active Awards by 130% compared to 2024.

## **ACTION:**

### **Target key eyesore sites that require improvement**

Improvements to council carparks to remove asbestos garages and improve aesthetic

## **ACTION:**

### **Commission a new masterplan for Hinckley town centre**

New town centre masterplan commissioned and to form part of the forthcoming Local Plan evidence base. A town centre strategic vision has been completed and approved by Executive in June 2025. The Strategic Vision sets the objectives of:

- Creating an attractive and active town centre
- Delivering a range of attractions and events
- Providing a range of facilities
- Allowing for easy town centre access and movement

This has led to the identification of the four key themes of environment, services, activity, access and movement, against which short, medium and long-term actions can be taken to help reinforce and maintain the sustainability and success of the town centre. The Strategic Vision will guide activities for the regeneration and management of Hinckley town centre. The next steps are for Council Officers to work on the development and delivery of the actions in accordance with the Vision.

## **ACTION:**

### **Refresh Earl Shilton and Barwell town plans**

No action to date, however, maintain meetings with Barwell and Earl Shilton Town Councils on a biannual basis

Active Hinckley and Bosworth developing a 'place based' working strategy in Earl Shilton, working closely with Active Together to define scope and opportunities for interventions.

## **ACTION:**

### **Renew or refresh street furniture within the town centres**

Successfully used UKSPF funding to improve street furniture in Hinckley Town Centre. This includes:

- 21 benches in Hinckley town centre replaced with brand new benches to match style of new benches on Church Walk.
- Brick planter removed from Market Place and over 100 bollards removed, decluttering Castle Street, Market Place, The Borough and Regent Street.
- Standard bollards removed in Market Place and replaced with bobbin style bollards to improve the look and feel of the Market Place.

## **ACTION:**

### **Offer shop front improvement schemes across the borough**

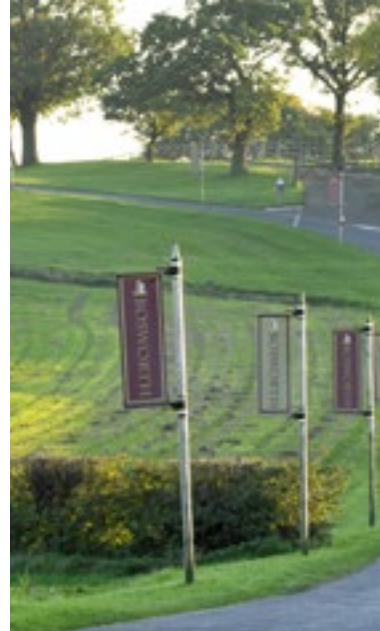
Offered a shop front improvement scheme across the borough – eight businesses in Hinckley and Earl Shilton were successful in 2024 in securing match funding. Funded through UKSPF.

## **ACTION:**

### **Support delivery of Market Bosworth public realm and transport improvement scheme**

Confirmation was received that the improvement works would commence in Easter 2025.





# PROSPERITY:

## CORPORATE PLAN AIMS:

- Boost a wide range of opportunities for economic growth and regeneration by encouraging investment and green growth to provide new jobs as well as more places to live and work across the borough
- Support the regeneration and enhancement of our town centres
- Continue to boost tourism by working with partners to promote local attractions and grow the visitor economy

## ACTION:

### Deliver levelling up economic projects and programmes through the UK Shared Prosperity Fund

HBBC successfully spent the full UKSPF 2022-25 allocation of £2,600,011 delivering 33 projects across the borough including warm welcomes, welfare support, mobile community hub, marketing, climate change, regenerating spaces, active travel, net zero tourism. improvements to town centres, heritage building improvement grants, feasibility studies, taste the place, employment hub, BEAM, RCC HIRE project, Leicestershire Business Advice Service, business prosperity grant, older adult wellness, workplace wellness, youth activator, food poverty, church walk improvements, Hinckley Museum, defibrillators and property surveys.

The Rural England Prosperity Fund £400k capital project funding was fully spent supporting 33 projects ranging from solar installation, improved pathways, energy efficiency improvements and equipment purchases.

Progressed a regeneration project in Desford funded by UKSPF to improve the amenity and biodiversity

Improved a carpark site to enhance biodiversity and amenity



Installed six defibrillators across community assets

Improved the amenity of wider HRA carparks

## **ACTION:**

### **Market and promote the borough to both visitors and shoppers**

Application for Leicestershire tourism awards, in 2024 were highly commended for our event for third year in a row.

Commissioned eight more Market Trader videos for social media, following a previous set of videos the year before. These videos were very popular on social media, being watched more than 51,000 times on Facebook, Instagram and YouTube, highlighting what the Market traders had to offer and the unique experience of visiting their stalls.

## **ACTION:**

### **Refresh our Economic Regeneration Strategy**

Work has commenced on the work towards a new Economic Regeneration Strategy 2026-2030 with a business intelligence survey undertaken early 2025.

## **ACTION:**

### **Promote opportunities for inward investment and green energy infrastructure at MIRA Technology Park**

The Council's Chief Executive chairs the MIRA Enterprise Zone Implementation Group meeting which is bringing key partners together in supporting growth of the MIRA Technology Park. The MIRA Technology Park has continued to grow with investment made in a low carbon invocation hub including completion of a solar array and various on-site infrastructure including a new welcome hub building. The enterprise zone was also promoted at UKREiiF along with the other enterprise zones across Leicestershire.



## **ACTION:**

### **Work with partners to boost opportunities for training, employment and housing**

The Hinckley and Bosworth Employment and Skills Taskforce continues to influence and drive the employment and skills agenda in the borough. A key part of the taskforce is networking and joining key partners up to facilitate projects. Working in partnerships has been key to our success, with the key local taskforce partners including local schools and academies, local businesses – large and small – as well as Leicester and Leicestershire Business and Skills Partnership (LLBSP), Department for Work and Pensions (DWP), North Warwickshire and South Leicestershire College (NWSLC), MIRA Technology Institute (MTI), Federation of Small Businesses (FSB), Rural Community Council voluntary sector representative and other key organisations and partners.

The Hinckley and Bosworth Employment and Skills Taskforce recently updated the action plan along the 4 key themes of:

- Information, Data & Governance
- Education links
- Long term unemployed
- Communications

Officers attended 13 school careers events engaging with 760 young people to showcase careers available in local government.

The Council continues to work with the Hinckley Job Centre in promoting local recruitment events at the Hinckley Hub.

## **ACTION:**

### **Deliver Twycross National Science and Conservation Centre**

Planning permission granted, continued dialogue with Twycross Zoo to assist in delivering the scheme, including permitting amendments to the planning permission granted and discharging planning conditions.

## **ACTION:**

### **Provide advice and support services to local businesses**

Launched the new Hinckley and Bosworth Business Network with events taking place in October 2024 and June 2025, the successful events were well attended and covered a range of topics and allowed time for businesses to connect and network locally.

The monthly Economic Regeneration News e-newsletter continues to signpost businesses to the latest business support, events, news and grant funding information.

Awarded: £4,621,415.30 to local businesses in small business rates relief, £2,389,837.32 Retail, hospitality and leisure relief in accordance with permitted regulations  
In addition to processing applications, the team continue to proactively encourage take up where possible.

## **ACTION:**

### **Secure a new site for employment development at Station Field in Market Bosworth**

Planning permission granted for a hybrid permission for delivery of 130 dwellings, to be delivered by Miller Homes, and with an agreement and planning permission secured in outline form for employment development.

## **ACTION:**

### **Launch work on installing new Bosworth 1485 Sculpture Trail**

Works on the sculptures is progressing as per plan. two are now installed – Bosworth Battlefield Centre and Dadlington Church. The others at Sutton Cheney and Fenn Lanes are being finalised. Grand launch is due in August 2025.

## **ACTION:**

### **Develop new Tourism Strategy for the borough**

The strategy is helping sector businesses to secure funding. Positive progress has been made in updating the sector on green credentials. The local Tourism Partnership receives regular updates on how the sector is performing. Latest STEAM data for the Borough shows that 1,942 full time equivalent jobs are supported by direct tourist expenditure and a further 540 jobs supported by indirect tourism revenue.

## **ACTION:**

### **Explore all options to deliver a new crematorium**

There has been an extensive review of options to deliver a new crematorium, from directly running to delivery by a private sector supplier. These considerations are drawing to a close and aim to ensure a cremation service is available in the near future.

## **ACTION:**

### **Identify further investment and income generation opportunities linked to the council's Investment Strategy**

Introduced new charges for assistive technology offer to increase income, to support health and independence.

## **ACTION:**

### **Continue to support our rural parishes**

Regular Parish Forums are held throughout the year. Annually we celebrate achievements and share key information with our 24 Parishes at the Conference.

Events support including annual road order, loaning of equipment, events staff. Information sharing and offer of support to encourage applications for Leicestershire tourism awards.



# SUPPORTING ACTIVITIES

## Corporate Plan supporting activities:

Provide quality services, good value for money and make the best use of our assets

The total number of HBBC website users saw a significant boost, rising from 379,045 in the 2023/24 financial year to an impressive 903,049 in 2024/25. This represents a remarkable 138.24% increase in user engagement!

6037 new customer sign-ups for the HBBC website's 'my account' feature, bringing the total number of customers using the feature to 64,714.

The HBBC website received an impressive 1,813,015 visits, marking an increase of 147,136 visits compared to the previous year.

The HBBC website was independently ranked first for accessibility out of all 414 UK council websites in 11 out of 12 months in a monthly audit by the Society of Information Technology Management (SOCITM).

From September 2024 to February 2025, the HBBC Facebook page had 28,001 content interactions, up 41.6% from the previous six months

As of February 2025, HBBC was the most followed district/borough council in Leicestershire on Facebook, reaching a higher percentage of its population than other councils

The chatbot feature on the council's website is used approximately 475 times a day. In the last year (19 June 2024 to 18 June 2025):

Chatbot was used 5703 times, with 1316 instances referred to live chat.

For the period of 19 June 2024 to 31 March 2025: 4055 times and 988 referred to live chat.

Tenant engagement events held across the borough, 108 council tenants attended and engaged with us

Recruited 130 new tenants to tenant engagement roles, making our overall total reach 300!

100% compliance in health and safety checks to council properties: Gas Safety, Fire Safety, Communal lifts and water safety checks.

89.4% reported being satisfied that HBBC provides a home that is safe

Tenant Scrutiny Launched: 12 meetings held. 2 TPAS conferences attended.

Continued to utilise Click Travel, a price comparison provider, to ensure that temporary accommodation remains cost effective

