



Tamworth Borough Council - Achievements Report 2024/25

Introduction

The Tamworth Borough Council Achievements Report for 2024/25 highlights significant progress in various key areas. It emphasises the council's commitment to expanding the borough's digital presence, enhancing customer engagement, and fostering community pride.

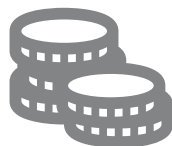
This report details the primary achievements of the council over the past year. While we celebrate our progress, we remain focused on the ongoing improvements that will benefit the borough for future generations as we continue to implement our new vision of '**Building a Better Tamworth**,' outlined in the recently developed Corporate Plan for 2025-2030.

With strong transport links, a unique shopping environment, and promising regeneration projects, the borough is ready for a future filled with possibilities. From parks to cultural activities, Tamworth continues to be a wonderful place to live, work, and discover.

As we reflect on 2024/25, we celebrate a year characterised by change, achievements, and progress— all aligned with the five focus areas of the Corporate Plan 2022-2025.



The Environment



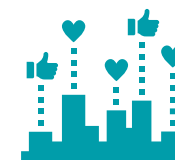
The Economy



Infrastructure



Living in Tamworth



Town Centre

The Environment

Corporate Plan 2022-2025



Tamworth
Borough Council
aimed to achieve:

Enforcement and education
regarding litter and fly-tipping

Development of infrastructure
for acting on climate change

Support more people to
recycle and to reduce waste

Working with partners to
protect, maintain and improve
the green space offer

Achievements, Highlights and Successes for 2024/25



Enforcement Officer
appointed to deal with
litter and fly-tipping
incidents



Recycling campaign
funded by external
sponsorship across
Lichfield and Tamworth
Joint Waste Service



8 EV Hubs installed at the
council's car park



Beauchamp Park play area
updated, and sheltered
housing 'Plant a Pot'
scheme supported



Introduced electric
vehicles to our fleet
reducing the carbon
footprint of our borough
maintenance operations,
and installed EV charging
stations at Castle Grounds
car park



Joint Waste Service
launched the "Recycle for
Good" campaign



Programme of Estate
Inspections on housing
estates with tenant
inspectors successfully
completed

The Economy

Corporate Plan 2022-2025



Tamworth
Borough Council
aimed to achieve:

Development of business
initiatives to promote start up
and growth

Support business growth to
generate employment
opportunities by working with
businesses

Provision of good quality and
affordable housing

Improve tourism in terms of
good access to information for
visitors to help local
businesses and Tamworth as a
destination, maximise and
improve the quality of the
visitor experience

Achievements, Highlights and Successes for 2024/25



Development of the Future
High Street Fund projects
to create new business
incubation spaces



Partnership with Stoke and
Staffordshire Growth Hub
to provide businesses with
support, advice, and
access to funding



10 large scale industrial
units approved at Apollo,
potentially creating 100
new jobs in the area



Funding of £27,882
granted to support
businesses



Almost £1.5 million of UK
Shared Prosperity Fund
(over 3 years) for Tamworth
projects received from
Government



Built 29 new homes for
council tenants,
increasing the total
number of council homes
to 4,300



Continue to offer a range
of free business support
opportunities, including
workshops, networking
events, and grants for
business development,
plus, access to low-cost
office space through our
existing enterprise centre
and the new Elizabeth
Bradford Business Centre



Introduced 30 minutes free
parking in all town centre
car parks to boost visits,
and introduced a new pay
by phone app for parking
payments

The Economy

Corporate Plan 2022-2025



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Achievements, Highlights and Successes for 2024/25



Supported 45
organisations with
community and councillor
grants, working to improve
lives of local people



Over 75 successful
recruitment campaigns
and processed over 60
new elections staff



Improved revenue
collected for council tax –
97.6% against target of
98% (up from 97.5% in
2023/24)



Significant improvement in
revenue achieved for
sundry debtors – 98.2%
against target of 97.6% (up
from 93.5% in 2023/24)



Improved revenue
collected for non-
domestic rates – 98.9%
against target of 99% (up
from 98.8% in 2023/24)



Agreed Housing Revenue
Account Business Plan
with 30-year financial
forecasting agreeing
delivery planning around
efficiency and affordable
housing



Top quartile rent collection
with over 99% council rent
collected



Social Housing Regulatory
Programme supported by
the Regulator designed to
deliver excellent housing
services and put tenants
at the heart

Infrastructure

Corporate Plan 2022-2025



Tamworth
Borough Council
aimed to achieve:

Review local plan to improve
the transport links within
Tamworth

Improve existing walkways and
cycling routes

Ensure more people can
access council services
digitally/digital enhancement
with partners and within
council housing stock

Achievements, Highlights and Successes for 2024/25



Ongoing work with
Staffordshire County
Council and initial
development of active
transport options to
improve existing walkways
and cycling routes



Significant progress on the
delivery of the council's
five-year ICT Strategy



Launched three new
websites for Tamworth
Borough Council,
Tamworth Castle and
Assembly Rooms



Finalists in LGC Awards for
delivering a new website
within specified budget



Invested £45,000 in new
CCTV infrastructure in
conjunction with our
shared services partners
at the West Midlands
Combined Authority

Living in Tamworth

Corporate Plan 2022-2025



Tamworth
Borough Council
aimed to achieve:

Ensure adequate supply of
affordable housing through the
local plan review

Investment in neighbourhood
and place environment

Through our economic
development team, we will
support job creation, business
retention and expansion
through interventions, advice,
and protect the local economy

Improve and promote
Tamworth’s historic and
cultural assets and events

Community safety focus on
neighbourhoods and place

Working with partners to
ensure the fear of crime within
Tamworth is reduced

Achievements, Highlights and Successes for 2024/25



Tamworth Castle achieved
+51% income for the
summer holiday period in
comparison to 2023



Tamworth Castle retained
official approval as one of
the best ‘small visitor
attractions’ in Staffordshire
following a Visit England
assessment



Tamworth Castle won the
‘TripAdvisor Award’ for the
9th year running



Tamworth Castle awarded
a ‘Welcome Accolade’ by
Visit England for
exceptional visitor
experience



Footfall at Tamworth
Castle during the
Halloween half-term
increased by 69%
compared to 2023



Tamworth Castle achieved
‘Learning outside the
Classroom (LOtC)’ quality
standard for the 13th year
running



Tamworth Borough
Council awarded ‘Silver
Armed Forces Employer
Recognition Award’ as part
of the Armed Forces
Covenant Duty



Gender pay gap reported
with significant progress
made, with a positive
gender pay gap achieved
for the first time

Living in Tamworth

Corporate Plan 2022-2025



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Achievements, Highlights and Successes for 2024/25



Launched the ‘We Are Tamworth’
Spacehive crowd funding
platform with £165,000 allocated
for community lead cohesion
projects



Commissioning and delivery of
the ‘Honest Conversations’
community cohesion project to
determine future engagement
and development of work with
our communities



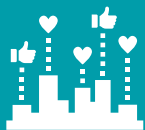
HOME Hub reported significant
return on investment following
£200k council investment in
homeless prevention and
support services



£1.7 million successful grant
award from Arts Council England
for capital repairs and ‘Silver
Award’ at Staffordshire Tourism
Awards for Best Small Attraction

Town Centre

Corporate Plan 2022-2025



Tamworth Borough Council aimed to achieve:

Continue to develop street market and extend supporting events around the market to add vibrancy within the town centre

Create a branding scheme for ‘Created in Tamworth’

Provide the infrastructure to improve evening and nighttime economy

Embrace Tamworth’s history and culture to build a sense of local pride and support our children’s education and understanding of the significant part Tamworth played in British history

Continue to promote all outdoor events

Development of a new Tamworth Enterprise Centre as part of the structural transformation of the town centre

Make the town centre more accessible

Provide the environment where the leisure and food offer can grow and flourish

Working with others to seek to improve the night-time transport offer to support the overall nighttime economy

Achievements, Highlights and Successes for 2024/25



Development of Future High Street Fund projects to resurface St Editha’s Square and Middle Entry, making the town centre more accessible



Peel Café rebuilt in Georgian style and reopened as Nationwide Building Society



Renovated the historic 19th Century former Co-op building to the Elizabeth Bradford Business Centre providing office space for new and small businesses



Delivered a full outdoor entertainment programme, including fireworks, St Georges Day, food festivals, outdoor concerts, theatre, and music from local artists, and Christmas events attracting thousands of visitors to the town centre



Successfully marketed and promoted over 300 local events, shows and activities within Tamworth

Business Insights

Tamworth Borough Council



Tamworth Borough Council – insights into business performance for

Customer service and contact centre

Information governance

Processing and registering applications

Food hygiene

Communications

Achievements, Highlights and Successes for 2024/25



New reception service launched at Marmion House providing face-to-face support for all council service enquiries achieving a 95% satisfaction rate since opening



Customer Service teams handled over 71,000 calls maintaining average call handling rates of 91%



6,250 items of post handled



Over 95% complaint acknowledgements within statutory timescales



Repairs contact centre handled over 21,150 calls, raising almost 12,800 jobs



Maintained service desk Service Level Agreements including >70% first time fix



Over 99% Freedom of information responses within statutory timescales



Over 99% Subject Access Requests responses within statutory timescales



TIC - 5,680 phone and counter ticket sales of £207,660



TIC – 6,085 enquiries handled



Processed over 1,700 housing register applications



98 compliance checks

Business Insights

Tamworth Borough Council



Tamworth Borough Council – insights into business performance for

Customer service and contact centre

Information governance

Processing and registering applications

Food hygiene

Communications

Achievements, Highlights and Successes for 2024/25



Processed over 6,500 benefits changes and over 1,700 new claims



269 planning applications processed



Administered over 90 right-to-buy applications



953 licence service requests dealt with, and 1,036 licenses administered



Registered almost 300 planning applications including many Future High Street projects such as, St. Editha's Square and Castle Gateway



192 food hygiene inspections and 130 interventions



2 successful staff conferences for 300 staff on each occasion



New approach to internal communications being implemented resulting in greater employee engagement and improved knowledge of council priorities



Over 250 housing applications reviewed and processed supporting people into a home



Improvement in absence by 1.2 days per employee

Social Media Insights

Tamworth Borough Council



Tamworth Borough Council's social media performance

Facebook

Instagram

LinkedIn

Tik Tok

Achievements, Highlights and Successes for 2024/25



Created over 6,000 social media posts to communicate and market our services including Tamworth Castle and Assembly Rooms, with audiences seeing content over 18 million times



Tamworth Castle advert achieved 60.5k plays on social media, achieving over 1.7 million views across the central region



Audience growth on Facebook for Tamworth Castle +25k followers, Tamworth Borough Council saw significant engagement growth +74.3%, and brand awareness increase +118.6%



Audience growth on Instagram for Tamworth Castle +11.6% (2,954 followers), Tamworth Arts & Events +13% (2,273 followers), Visit Tamworth UK +9.5% (1,797 followers)



Audience growth on LinkedIn for Tamworth Borough Council up 20.5% to 3,246 followers, with an exceptional engagement increase of 82.1% (17,484 interactions), Tamworth Castle up 39.8% (467 followers)



Delivered Tamworth Castle's first influencer-led 'Ghost Hunt' event, streamed live on TikTok achieving 3 million engagements, 120k viewers and 3.4 million likes. Within 24 hours, the castle's social media gained 4.8k new followers

Corporate Peer Challenge

Local Government Association Review 2024



The CPC Review recognised good practice in...

The CPC is a highly valued improvement and assurance tool that involves a team of senior local government councillors and officers undertaking a comprehensive review of key finance, performance, and governance information, to provide robust, strategic, and credible challenge and support.

The recommendations for improvement are being actioned and reported on to senior leadership and Cabinet Members.

Achievements, Highlights and Successes for 2024/25



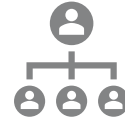
PRIDE & AMBITION

There is a strong sense of pride among those who met with the peer team about Tamworth, its ancient origins, and unique heritage. The council is ambitious for the future, with major regeneration projects underway to transform the town centre.



SOCIAL HOUSING

The council triggered a self-referral to the Regulator for Social Housing due to issues of non-compliance with required standards. Positive initial progress has been achieved following this.



NEW LEADERSHIP

The new chief executive, who started in April 2024, is bringing new energy, fresh ideas and thinking to the council. Together with the new Leader and political leadership, they are setting a new organisation direction through the development of a new Corporate Plan.



GOVERNANCE & ASSURANCE

The peer team observed strong corporate governance and assurances processes within the council.



COMMUNITY ENGAGEMENT

The council responded rapidly and effectively to violent disorder at a local hotel housing asylum seekers, and have commissioned an 'honest conversations' project to improve community cohesion.



COLLABORATION

There is good joint-working between senior officers and cabinet members.



EXTERNAL INVESTMENT

The council has successfully attracted external investment to regenerate Tamworth Town Centre, including funding from the Future High Streets Fund and other sources.

Looking Ahead

Corporate Plan 2025-2030



A bold future for Tamworth

Tamworth is embarking on an exciting new chapter – one defined by transformation, resilience, and opportunity. With ambitious regeneration projects, strengthened community partnerships, and a commitment to financial sustainability, the council is focused on ‘**Building a Better Tamworth**’ for all.

Over the next five years, the borough will continue to evolve through multi-million-pound investments, including the revitalisation of the town centre and Future High Street Fund developments. The council remains determined to retain Tamworth’s identity, ensuring it remains a thriving hub where businesses flourish, residents feel connected, and visitors are welcomed.

Despite financial pressures, the council is determined to safeguard essential services, enhance public spaces, and create a cleaner, safer and more inclusive environment. Through collaboration with residents, businesses, and stakeholders, Tamworth is on a trajectory of lasting improvement – one that strengthens community pride and fosters long-term growth.

With transformation underway, the future of Tamworth is one of ambition and opportunity. This journey is just beginning, and together, we’re shaping a town that continues to inspire, innovate, and thrive.

Already in 2025, the council has made significant headway in key areas, including the following:



Published the council’s
Corporate Plan 2025-2030



Established a new Policy
and Performance function



Developed a new
performance delivery and
oversight infrastructure
promoting grip,
transparency and
improvement

Corporate Management Team

Tamworth Borough Council

Marmion House
Lichfield Street
Tamworth
B79 7BZ

Visit us at: www.tamworth.gov.uk

June 2025

