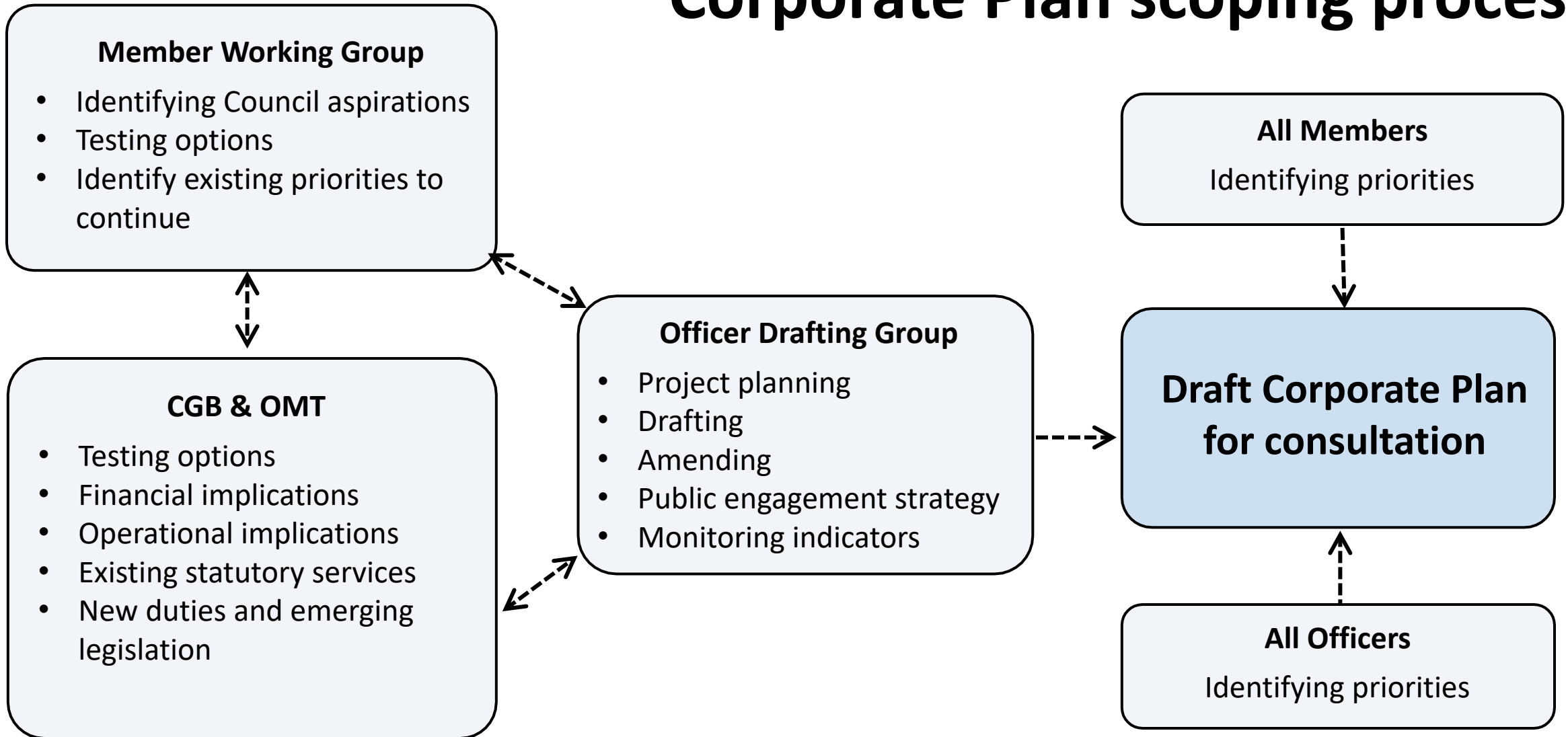


Corporate Plan Working Group

First meeting - 30 April 2024

Process and Timeline

Corporate Plan scoping process



New Corporate Plan - demands and constraints

Demands

Community expectations

Corporate aspirations

New legislation and
Government targets

Growing demand for services

**Corporate
Plan**

Constraints

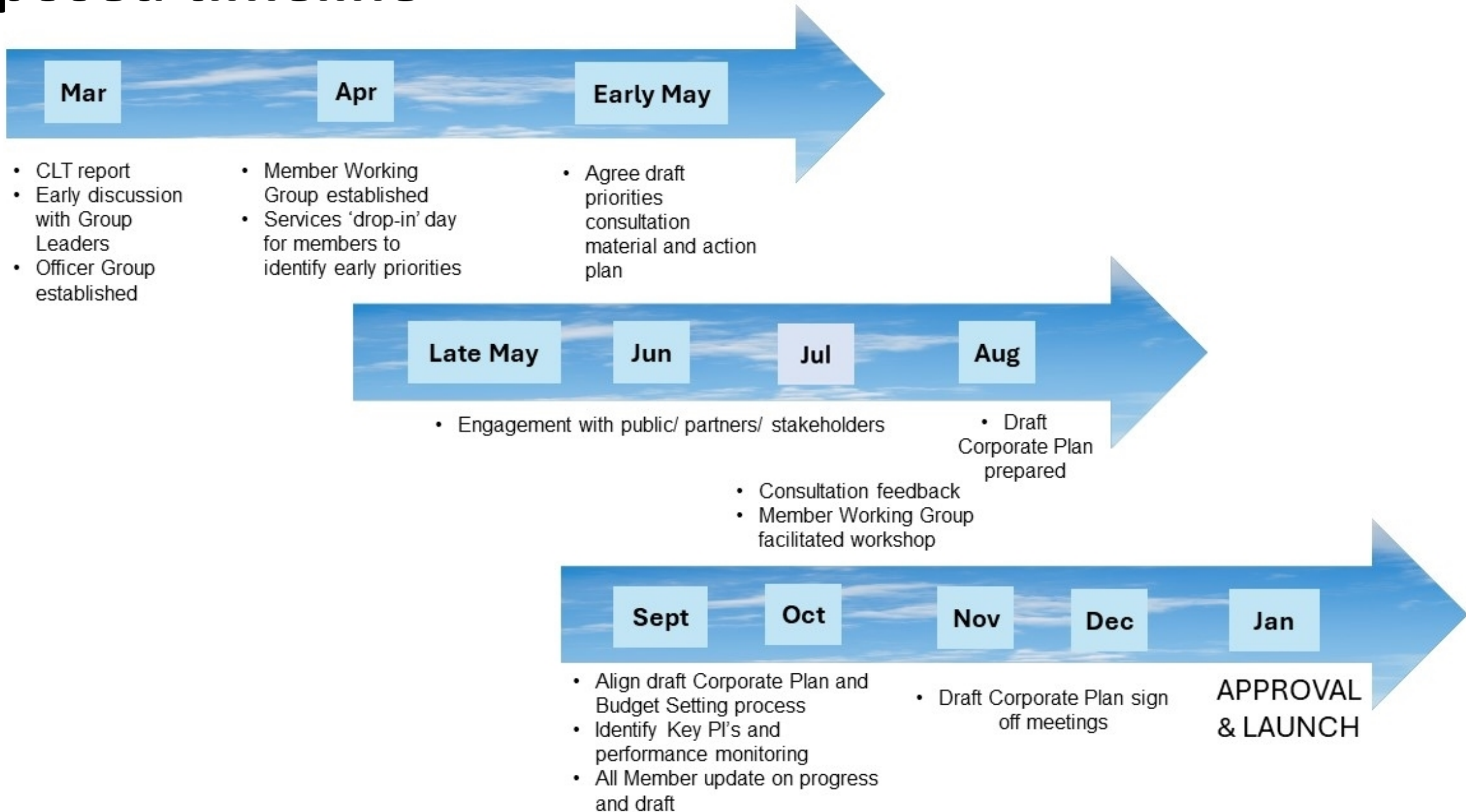
Statutory service delivery

Budgetary constraints

Committed projects in progress
and to be delivered

Capacity of partners to deliver
joint services

Proposed timeline



Corporate Plan priorities and All Member drop-in session

Members' drop-in Session (1st May)

Purpose: To give Members a deeper insight into current council services and gather their ideas on the activities they value most. This is an opportunity for all Members to inform the new corporate plan priorities.

Process: There will be displays in the Civic Centre giving the detail and costs of our current services (both statutory and non-statutory). Officers will be on hand to answer questions. On arrival, Members will be provided with a sheet to jot down ideas on things we should: REDUCE / STOP; START; CONTINUE; or DO DIFFERENTLY. If Members identify something new to START, they will be asked to identify something they would like the Council to REDUCE or STOP doing. When Members leave, officers will collect these sheets and display them on boards and explain the next steps.

Outputs: A wide range of Member views on potential corporate plan priorities to be collated and shared at the next Member Working Group on 8th May.

Introductory boards

- **About the session** – explanation and purpose
- **About the district** – map and key facts and figures
- **About the council** – council structure and teams

Service information boards

Information about the service areas managed by Chief Officers:

- Financial services
- Governance, law and democracy
- People and customer services
- Planning and building control
- Regulatory and community services
- Housing
- Place and growth
- Corporate estates

Boards will also contain information on:

- Staffing information and costs
- Operational costs and income
- Key statutory services

What we're asking of Members

START – what new priority or priorities should the Corporate Plan identify?

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STOP – for each new priority, what should we stop doing?

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CONTINUE – what should we continue to do?

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DO DIFFERENTLY – what should we increase, decrease or do in a different way?

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Corporate Plan period

Corporate plan period - context

For context, key Folkestone & Hythe strategies include:

- **Corporate Plan ‘Creating Tomorrow Together’** – nine-year corporate plan (2021-2030), to be reviewed after three years (in 2024)
- **Medium-term Financial Strategy (MTFS)** – four-year strategy, reviewed annually, sets out in financial terms the Council’s commitment to services and value for money
- **Local Plan** – fifteen-year (minimum) development strategy for the district, reviewed at least every five years, or sooner if circumstances change

What do other districts do?

- Most other councils have Corporate Plans spanning three to five years, acknowledging some projects within the Plan have a longer life span
- Some councils have a plan that takes them a year over the next election date, to ensure continuity for that potential change period
- A shorter time-frame can make aligning with the budget more realistic (again, acknowledging the potential for capital projects to exceed the timeline)

What makes a successful plan?

Criteria for a successful Corporate Plan

How will we know if the Corporate Plan is successful? Some key points to consider:

- Does it reflect the Members' priorities?
- Is it deliverable?
- Is it likely to get public support?
- Is it concise, with a reasonable number of clear priorities?
- Does it meet our legislative responsibilities?
- Does it have a balance of impacts across the District?
- Does it support our external funding / investment ambitions?
- Does it sustainable (financially and environmentally)?
- Is it flexible?
- Is it realistic or is it stretching and ambitious?

Public engagement proposals

Engagement principles

- Engagement does not mean everything can be delivered, it does help to explore options, challenges, risks and resources
- Process usually starts with the council identifying ambitions and priorities and then consulting on these
- Engagement needs to be clear, accessible and inclusive. There needs to be clarity around what is fixed and why, and what is 'up for debate'
- Realistic timing with a clear timetable (engaging while things can be changed and would be cost-effective if need to change)
- Can use previous exercises and identify what has worked, what could be done better, what else needs to be done
- Use existing links with key groups / individuals who can assist and advise on what matters in the area
- Raise awareness that a new Corporate Plan is in development

Engagement – possible methods

- Staffed exhibitions / drop-ins, interactive displays
- Questionnaires available for feedback and comments
- Presentations to local groups
- Interactive website (particularly to reach the 'silent' majority)
- Web-based processes (i.e. parish council websites, Facebook, Twitter, etc.) - people can participate without having to travel to meetings
- Identify other community events (e.g. community fairs, existing local organisations, networks etc.) to disseminate information
- Identify planned events and attend with consultation materials
- Community drop-in sessions (particularly for under-represented groups)
- Focus groups - Groups of 6-12 people, carefully selected to be representative of a designated part of the population

Engagement - proposed options

1. Use surveys and interactive website to gauge feedback on emerging priorities – within budget and resource limitations
2. Identify Council events with public / partners to take consultation material to, for example, Community Safety groups, Tenants Groups, etc.
3. Explore how previous engagement with young people / schools / diverse groups was received and use methods, if appropriate
4. Gather information through ward members and available local data (what recent consultations / data can be used)
5. Look at recent Council-led consultations and build responses in (highlights that the Council is listening, is budget friendly, can avoid consultation fatigue)
6. Organise drop-in sessions or focus groups with under-represented groups

Any other ideas / suggestions?

Questions?