

STRATEGIC OVERVIEW AND SCRUTINY COMMITTEE

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Agenda item: 7

Contact Officer: Rita Booth

Phone: 01543 308100

SUBMISSION BY THE LEADER AND CHIEF EXECUTIVE

A Plan for Lichfield District – 2012-16

1. Purpose of the report

- 1.1 To provide Members with the opportunity to scrutinise the final draft of the Plan for Lichfield District 2012-16.

2. Background

- 2.1 The Council needs to have a plan in place to provide leadership, direction and accountability for its work and investment decisions and this Committee has been involved in developing the approach of how best to achieve this. The Plan has also been the subject of discussion with Lichfield District Strategic Partnership, and it has been agreed that the outcomes identified for Lichfield District Council will also form the basis for the District-wide Plan.
- 2.2 The work undertaken so far in developing the Plan has sought to reflect Member aspirations, the feedback from the consultations we carry out with our community (specifically the Citizen's Survey 2011), national/corporate performance indicators and other related areas of strategic planning e.g. compliance with the Public Sector Equality Duty. We have identified 3 strategic themes of Supporting People, Shaping Place, Boosting Business and our Economy. These themes are inter-linked as none of the outcomes can be achieved in isolation, and they are supported by the principle of Being a Well Managed Council. This provides the framework for setting out what we want to achieve as an organisation and with partners as well as providing the context for our one year Action Plan and internal Service Plans.
- 2.3 Long-term outcomes have been identified under each of the themes, which have been the subject of consultation with this Committee as well as internally and with partners. These are now incorporated into a draft Plan set out at **APPENDIX A**. The Plan was also subject to public consultation and the results of this are also attached at **APPENDIX B** for information.
- 2.4 As in previous years the reporting arrangements will ensure that Members and all Stakeholders are able to track progress. This will primarily be achieved through the One Year Action Plan (elsewhere on the Agenda) and half year update on performance, but will be supplemented by other reports that are service and project specific.
- 2.5 The approval of the Plan is aligned with that of the Three Year Medium Term Financial Strategy as it is important that we resource our priorities and that we are realistic about what we are trying to achieve in terms of the resources we have available. These processes will ensure that the resources match the ambitions set out in the Plan.

3. Recommendation

- 3.1 Members are requested to scrutinise the proposed 2012-16 Plan outcomes as set out at **APPENDIX A** and make recommendations regarding the content which will be reported to Cabinet on 14th February.

4. Community Benefits

- 4.1 The Plan sets out the outcomes that the Council intends to achieve over the next four years to improve Lichfield District. The priorities identified are based on research and consultation to ensure that they are in line with the benefits that the community expects.
- 4.2 These outcomes are also supported by the Lichfield District Strategic Partnership, who will develop a partner-wide Action Plan to achieve the outcomes.

5. Financial Implications

- 5.1 The Plan has been developed alongside the budget process and is aligned to the Medium Term Financial Strategy. Therefore both revenue and capital resources are aligned to the outcomes.

6. Plan for Lichfield District - Implications

- 6.1 The new Plan will be the document that is used to determine what are and what are not Council priorities for the next four years.

7. Sustainability Issues

- 7.1 The four year Plan increases the focus on such matters and reflects the importance of making it at the heart of what we do.

8. Risk Management Issues

- 8.1 The Plan will be managed through the Council's Performance Management Framework and therefore the risks associated with delivery of the Plan will be managed through the corporate risk register. Once the plan has been agreed the register will be fully refreshed to take account of any changes in priorities and focus.

Risk Description	Likelihood / Impact	Status	Countermeasures
That the Plan is fit for purpose for the next four years.	Low / High	Material	The outcomes are clearly based on evidence regarding the needs and aspirations for Lichfield District

Background Documents:

APPENDIX A – Draft Plan for the District and outcomes to be achieved 2012-16

APPENDIX B – Consultation responses

Introducing our new district plan



Welcome from Cllr Mike Wilcox, Leader of Lichfield District Council and Chairman of the Lichfield District Strategic Partnership

We are committed to improving Lichfield District. In this plan we set out our ambitions for the area, and how we will work as a council and in partnership with other parts of the public sector, community and voluntary organisations and businesses to achieve these aims over the next four years.

As you can imagine, pulling a plan together for the district is a big task. We started with the things councillors told us are important to residents in their areas. We put this alongside what we know through our research and consultations with local people, and what we know about our district through the evidence we have gathered.

We also used our existing plans and strategies, as well as the plans and strategies of our partners, to help shape our plan. We have tried to look forward to identify emerging needs and trends. And, most importantly, we spoke to local people and groups to make sure that our plan was right for the district and right for them.

Vitality our plan is linked into local partners, to make sure we work together well with shared vision and goals. It is also underpinned by sound financial planning to ensure we can deliver what we set out to achieve.

Above all, our new district plan will help to channel our resources and energies into supporting the people who live, work and visit here.

If you would like to give us feedback on our plan, please do contact me.

Thanks,
Mike

Councillor Mike Wilcox

e: michael.wilcox@lichfielddc.gov.uk

b: www.lichfielddc.gov.uk/leadersblog

draft strategic plan for review

The final draft of the document will be prepared for approval by Council in late February 2012

Delivering through a partnership approach



Welcome from Nina Dawes OBE, Chief Executive of Lichfield District Council

Being a top performing council is a continual journey, on which we have made significant progress over the past years. It's about having a clear direction, knowing where we're heading, being able to see and avoid obstacles, and planning well.

It's also about knowing the needs and wants of our local area, and adapting our plans and direction to keep in touch with these priorities. With this clear direction and set of outcomes we need to achieve, we can continue to tackle issues that are important to our residents and businesses.

This isn't just about what the District Council can do though, which is why our new plan is not just our plan, but will be owned by partners across the district, as part of the Lichfield District Local Strategic Partnership. This partnership brings together organisations including the police, fire and rescue service, health services, voluntary services, businesses and more. By working together through a shared plan, we will be able to use our resources wisely to address the things that are important to local people.

Our new shared District Plan for 2012-16 has three core aims. The first of these is to support local people – from ensuring people feel safe where they live, through to helping people to live independently in their own homes. Our new plan will also shape local places – from developing affordable homes, through to protecting our heritage assets. Supporting business and enterprise is also a vital part of our shared plan - from supporting entrepreneurship, through to attracting inward investment. Underpinning all of this, our plan sets out how we will continue to provide a range of vital services which businesses, partners and residents rely on in their everyday lives.

We've identified the areas where we need to invest our efforts and energies to bring about improvements through our new four-year plan. Within this time we'll develop yearly action plans that explain the activities and projects we are going to deliver to bring these improvements about. To download our current Action Plan visit www.lichfielddc.gov.uk/actionplans

Our District Plan is for our local residents, businesses, partners, employees, volunteers and students. We need people to use it to assess our performance and to judge whether we are achieving the things we have set out to deliver.

Above all, our District Plan provides the framework we need to deliver the things our councillors and local people say are important to them, and that our district needs.

Thanks, Nina

Nina Dawes OBE

e: nina.dawes@lichfielddc.gov.uk

t: twitter.com/ninadawes

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Our district

Lichfield District lies at the heart of the country, twenty miles north of Birmingham. The district has two urban centres – the historic cathedral city of Lichfield, and the historic industrial town of Burntwood. It also has over 50 villages and hamlets set in a wide expanse of countryside, including an Area of Outstanding Natural Beauty and 5 Sites of Special Scientific Interest

Lichfield District has long been considered one of the most desirable residential locations in the West Midlands, and whilst the district is well known for its history, architecture and culture, it is now a thriving centre for industry.

The district lies at the heart of the region's major road network, with the M6 Toll, the A38, and the A5 all crossing the district, and the M6 and M42 both within easy reach. The city is well served by rail services to Birmingham, London, Stoke and beyond. Birmingham International and East Midlands airports are both within a 30 minute drive.

This unique position has played a major role in the recent expansion of commercial and industrial developments within the district, with sites such as Fradley Park on the A38, and Lichfield South next to the M6 Toll bringing hundreds of local jobs to the area. In recent years, many overseas companies have made Lichfield District their base for UK operations, including businesses from America, Australasia, and mainland Europe. The district's geographic links have also played a key role in the development of the Midland's Medical Accommodation Project at Whittington Barracks which will see 1,100 new military and civilian roles created over the coming years.

Lichfield has bucked the retail trend in recent years, and whilst the high street has seen the loss of some shops, it has continued to attract new retailers and operators, particularly new independent operators. That said, the city still lacks a large variety of high street brands and some key leisure opportunities, including a cinema. The next few years will aim to address this, with major developments including Friary Outer and Friarsgate adding significantly to the stock of retail, hotel and leisure in Lichfield city. In Burntwood, we are working to develop a new shopping centre which will enhance the local facilities in line with local residents' needs.

Lichfield's medieval cathedral and its stunning treasures, together with a thriving cultural scene make for a vibrant atmosphere. This has been enhanced by the recent discovery of the Staffordshire Hoard in the parish of Hammerwich, just outside of Lichfield City. Within the city, the Samuel Johnson Birthplace Museum, Erasmus Darwin House and the Lichfield Garrick offer a wide variety of arts and cultural opportunities. Outside the city, the National Memorial Arboretum and Drayton Manor Theme Park both attract significant numbers of visitors from across the UK and worldwide. The city and district's rich events programme, including the Lichfield Festival, Lichfield Proms in Beacon Park, and Lichfield Arts also attract a wide range of visitors.

Whilst the majority of residents live in relative comfort, there are pockets of considerable deprivation both in Lichfield City and Burntwood, and in a number of villages across the district. In recent years, the council and our partners have been working to address these issues and tackle problems of worklessness and community pride. The district has a thriving community and voluntary sector, which plays a vital role in many aspects of community life – from tourism businesses, to schools, and community organisations.

The area has outstanding schools both at primary and secondary levels and Lichfield hosts a campus of Staffordshire University. The district has relatively high employment, when compared nationally, but has felt the impact of the recession.

How it all fits together

Our new district plan sets out what we are going to do over the next four years (2012 – 2016), and what we want to achieve. It also sets out how we are going to work with local partners – from the police and local colleges, to local voluntary groups – to achieve the best for our district.

In our plan for the district we've grouped the things we want to achieve in three main themes, along with our core principles. This is set out below.



Find out on the next four pages what we'll deliver under each of our themes, and how these will support local people and businesses ...

Theme 1 We'll support people

We want our district to be a place where everyone shares in an improved quality of life and community well being

Here's how our plan achieves this aim:

We'll help people to be and to feel secure in their homes, neighbourhoods and town and city centres by tackling crime and anti-social behaviour.

We'll support and encourage individuals and groups to take responsibility for shaping and improving their communities through voluntary effort and social action, and support a thriving and diverse community and voluntary sector.

We'll help and support vulnerable adults, families and children to live independent and fulfilled lives in their own homes and communities, and prevent homelessness wherever we can.

We'll improve the health and well being of the whole population making sure we make the biggest improvement for people with the lowest life expectancy.

Our last plan How we supported local people

Our new plan for the district replaces our strategic plan 2008 – 2012. Here's some highlights that show how our last plan supported local people:

2008-2009

- Every year we helped more than 6,000 people who need housing or council tax benefit to get the help they need.
- We ran schemes with our partners like Burntwood Init that gave kids loads of things to do – from sailing to DJ workshops – and helped reduce anti-social behaviour by up to a third.
- Every year, over 1,000 children have a great summer on our playschemes.

2009-2010

- People got out and about in North Lichfield, over 270 had fun at a lantern parade and 320 people got festive at a Tinsel and Tunes event.
- We gave out hundreds of pairs of free slippers to prevent slips and falls.
- We helped to prevent 30 cases of homelessness.
- We invested over £639,000 in services such as Relate and Citizens Advice.

2010-2011

- We worked with South Staffordshire Primary Care Trust to open a new health and wellbeing centre adjacent to Burntwood leisure centre.
- Thousands of kids got out and about with our play rangers in their local parks.
- Every year, there are nearly one million visits from people who want to get fit and active at our leisure centres.
- We helped more than 1,500 over 60s to travel free with their new bus passes.
- We helped to stop 67 people and families from becoming homeless.

2011-2012

- From the Mile Oak & Fazeley Festival, to a Christmas lunch for older people, we worked with partners and local groups to host community events across the district.
- We gave out £43,000 in small grants to pre-school clubs, sports clubs, local action groups and more.
- We helped four families to stay in their homes through the government sponsored Mortgage Rescue Scheme.
- From handrails to ramps, we helped to adapt 63 local houses, so people could stay in their homes.

To find out more, read our annual council tax leaflets on
www.lichfielddc.gov.uk/performance

Theme 2 We'll shape place

We want our district to be a place people love to live, work and visit, with a high quality residential, community and commercial environment.

Here's how our plan achieves this aim:

We'll enhance and protect the district's built environment assets, its historic environment, open spaces and local distinctiveness.

We'll ensure a cleaner and greener environment with high levels of environmental cleanliness and stewardship.

We'll work with others to provide access and choice to a range of market, specialist and affordable homes that meet the needs of our existing and future residents.

We'll require a range of sustainable transport choices for our communities with good local, regional and national transport links.

We'll reduce carbon emissions and promote energy efficiency and renewable energy within the home & workplace.

Our last plan How we shaped local places

Our new plan for the district replaces our strategic plan 2008 – 2012. Here's some highlights that show how our last plan shaped local places:

2008-2009

- We launched www.ratemyplace.org.uk to help raise the profile of cleanliness and safety in local eateries.
- We planted more than 160 trees.
- Our planning service is one of the best in the country and every year we process more than 1,000 planning applications in record times.
- We introduced alcohol control zones to help keep our streets free from alcohol and reduce anti-social behaviour.

2009-2010

- We welcomed a herd of miniature cattle into Chasewater Country Park to help protect and preserve our beautiful heathland.
- Over 5,000 local people got involved in helping to plan the future of the district as part of the big planning debate.
- Hundreds of kids got climbing, swinging and playing ball in five new and updated play areas thanks to over £200,000 Big Lottery funding.
- Every year we use our licensing powers to help make our town centres safe and pleasant places to eat, drink and visit.

2010-2011

- We joined forces with councils across the county to patrol parking on our roads and car parks, and our streets are much safer and clearer as a result.
- We secured £3.5million funding to revitalise and restore our city centre parks, thanks to the Heritage Lottery Fund and Big Lottery Fund.
- Local footballers celebrated the building of new changing rooms in Hammerwich.
- We helped over 600 people to insulate their homes and improve their heating.
- Every year hundreds of families find a new home through UChoose.

2011-2012

- Every year we crack down on fly-tipping by prosecuting those responsible.
- We joined with Tamworth Borough Council to recycle more than 40% of local people's waste.
- We started a big spring clean of our busy roads throughout the district.
- We cut the amount of litter and dog fouling on the street and fined 42 people for littering or not clearing up after their dogs.
- We carried out essential safety work to Chasewater's eastern dam.
- Every year we help hundreds of people to get building alterations safe and right.

To find out more, read our annual council tax leaflets on www.lichfielddc.gov.uk/performance

Theme 3 We'll support business

We want our district to be a place where businesses and enterprise can flourish, and there is a vibrant local economy.

Here's how our plan achieves this aim:

We'll grow our local economy with an improved retail offer in both Lichfield and Burntwood and encourage a spread of sectors with more high-quality manufacturing and service sector jobs.

We'll position the district as a good place to do business and maintain its position as one of the highest employment areas in the West Midlands by encouraging entrepreneurship, innovation, inward investment, wealth creation and skills development.

We'll build a more prosperous district through heritage, tourism, and culture and by encouraging the development of creative, visitor and leisure industries.

We'll create a vibrant rural economy and encourage rural enterprise.

Our last plan How we supported local business

Our new plan for the district replaces our strategic plan 2008 – 2012. Here are some highlights that show how our last plan boosted local business and enterprise:

2008-2009

- Every year we publish more than 200,000 visitor and events guides which help to encourage more than 3million people to visit our district, supporting shops, businesses and restaurants.
- Every year thousands of tourists and local people enjoy shows at the Lichfield Garrick, and help to support the night-time economy.
- Every year we host the Lichfield Heritage Weekend and Christmas Festival Weekend, which attracts thousands of shoppers and visitors into the city centre.

2009-2010

- We transformed the area outside the Lichfield Garrick into a new meeting place for tourists and local businesses.
- Every year we help to attract well paid jobs into areas like Fradley and Lichfield South, where over 3,500 people are employed in jobs that didn't exist locally before. When Fradley Business Park is full, over 10,000 people will work there.
- Over 200 businesses started recycling this year as part of our trade waste scheme.

2010-2011

- Hundreds of shoppers parked for free after 3pm in Lombard Street car park, helping to boost local trade.
- Every year more than 8,000 residents and visitors celebrate the end of summer at Lichfield Proms in Beacon Park, which really puts the city on the tourist map.
- Every year we work with regional and national partners and press to help position Lichfield's significance as an important regional and national destination.
- We reopened the multi-storey car park, supporting local shoppers and businesses.

2011-2012

- We're leading on plans to create a £100 million shopping and leisure complex in Lichfield City centre, and are helping to create plans for a new Burntwood shopping centre.
- We worked with partners to help bring the Staffordshire Hoard on Tour exhibition to Lichfield Cathedral. Over 14,000 people booked free tickets, and local traders reported a 10% increase in sales.
- Lichfield was reviewed as a 'Great British Weekend' in the Times newspaper.
- We approved plans for the redevelopment of Friary Outer that will bring a new hotel, improved parking and city centre accommodation to this prime location.

To find out more, read our annual council tax leaflets on
www.lichfielddc.gov.uk/performance

Foundation Our core principles

Underpinning all our themes is our desire to be a good council that provides community leadership and delivers value for money services that people want. This ambition will be performance assessed and measured alongside our achievements under our key themes.

Here's how our plan achieves this aim:

We'll strengthen our community leadership and influencing role especially through effective relationships with partner organisations.

We'll keep a tight control and management of the council's finances.

We'll maximise the council's performance, innovation and efficiency, so we use our resources well and deliver good quality and better value services.

Foundation How our core principles help us to deliver

The challenge to deliver high quality local services has become increasingly demanding in recent years, as funding from central government has reduced significantly, and is set to decrease further in the future. We have responded to this challenge by applying our core principles, and sought ways to deliver the same top quality services, and in some cases improved services, whilst also reducing our costs. Since 2008 this approach has seen us cut £12.4 million off our bottom line operating costs, whilst still delivering top class and award winning services.

Since 2008, as part of work to reduce our budget, we have entered into more than twelve shared services, including:

- We're saving over £400,000 a year by working together with Tamworth Borough Council to empty bins, recycle waste across the two areas and provide joint Customer Services
- Shared building control service with Tamworth Borough Council which was joined by South Staffordshire District Council in 2012, saving an extra £90k p.a.
- Stafford Borough Council delivers our payroll services
- We provide health and safety services for Stafford and Tamworth Borough Councils
- Our out of hours emergency services is delivered by Cannock Chase District Council
- We joined forces with Staffordshire Moorlands and High Peak Borough Councils to outsource our IT support services
- Staff at Burntwood Library provide a customer services point for local people
- We provide support for the Staffordshire County Council Staffordshire Cares programme
- We've joined forces with South Staffordshire District Council to deliver audit services.
- We invested in new financial systems support from Solihull Metropolitan Borough Council, which helped to reduce our purchasing and ongoing costs.
- Shared business support service with Tamworth Borough Council.
- We're saving over £70,000 a year by working with Walsall Borough Council to deliver print services across our council.
- Procurement services provided through Staffordshire County Council

Since 2008 our innovative and open-minded approach to delivering best value services for our communities has seen us cut £12.4 million off our bottom line operating costs, whilst still delivering top class and award winning services.

Achieving our plan

It's easy to set a strategy at a high-level, but we have to do much more than that to deliver. It is essential our teams 'on the ground' understand what we are trying to achieve, and that they are supported and guided to make a positive contribution towards our goals, and on behalf of local people. We also need to ensure that our finances are robust, our performance is measured effectively, and that our operations underpin our values as an organisation. This plan will be part of our overall operation in the following ways:

Our finances

Sound financial management is crucial – investing money in the right areas, finding external funding and improving our efficiency.

We consistently have sound auditor judgments that demonstrate we are managing our finances well and delivering value for money to our tax-payers.

Through our medium-term financial revenue forecast and capital strategy we ensure that resources are targeted at the right areas and will support our ambitions for the next four year period, as set out in this plan.

Funding vital local services:

We also fund a wide range of local community and voluntary organisations to deliver a wide range of services on our behalf that underpin our new district plan – from community support services and business support, through to tourism development and local cultural activities.

Our performance

The plan sets out the high level outcomes that we want to achieve and we use our performance management systems to ensure that we change these aspirations to real achievements that people will notice.

Each year we will produce a one year action plan that sets out the key activities and projects that need to be achieved to drive the plan forward and the measures and targets that we will use to check how well we are doing.

This action plan also reflects the many strategies that support what we do, the governance arrangements we have in place to keep things on track, and our service plans which show how each of our service areas contributes to achieving the overall plan.

Our risks

We need to make sure that we stay on track and manage the effects of any risks that could prevent us from achieving our plan. Understanding and managing risks is very important to us and we manage it through our risk management strategy, our risk registers and logs. Checks on this are made by both internal and external audit.

Our people

We value the contribution made by each and every employee and through our workforce development strategy we aim to have the right framework and processes in place to support our people in developing the right skills and knowledge and to plan for future needs.

Our commitment to equality

We want all our services to be as accessible as possible to people living, working in and visiting our district.

We will publish an equalities statement setting out how we do this in accordance with the Equalities Act 2010, and the plan incorporates objectives which will help us ensure that we understand and meet the wide range of needs of our community.

Working in partnership

As a council we recognise that we cannot deliver all that we want to achieve alone, and that we are far stronger if we join together with local agencies to achieve the things our local people and businesses need.

Our Local Strategic Partnership brings together the local authorities (District and County Councils) with the police, fire service, NHS, probation service, community and voluntary sector and businesses within our District Board; the Board agrees shared priorities which are the focus of collective investment and efforts and works through the following groups:

- **Strategic Housing Partnership** which identifies the current and future housing needs of the District; it involves close working with our local registered housing providers
- **Tamworth and Business and Economic Partnership** (which links into the Local Enterprise Partnerships) and aims to support and develop the economy across the Borough of Tamworth and District of Lichfield
- **Sustainable Environment Partnership** which is working towards a reduced reliance on fossil fuels and reduced carbon emissions

The District Board also has a statutory role to reduce crime and disorder and improve the welfare of the children in the area and has recently established the **Lichfield One Place Board** which is working to protect our most vulnerable households

We also work through a range of established partnerships which include:

The **Joint Operations Group** which brings together community safety partners to monitor and respond to the causes and consequences of crime and anti social behaviour

Into Work Partnership which analyses the causes and extent of unemployment and identifies opportunities to reduce unemployment e.g. through the development of work clubs

Disability Partnership Panel which helps to raise and test out solutions, to issues that are important to local disabled and less able people, in partnership with local agencies and regional partners.

We're also part of a number of leading local and county-wide partnerships and projects:

Safer and Stronger Communities Strategy Group which develops a strategic approach to keeping the Staffordshire residents being and feeling safe

Staffordshire Food Group We're proud to lead the development of www.ratemyplace.org.uk on behalf of the Staffordshire Food Group. The website offers a customer friendly food hygiene rating service that allows customers to find out about the hygiene and cleanliness of local restaurants, bars, schools and other food establishments.

Staffordshire Connects All Staffordshire authorities work together as part of Staffordshire Connects to invest in shared technology that can improve service delivery on the ground. By working together not only do we get better value, we share learning and help each other avoid common pitfalls.

Southern Staffordshire Partnership Our economic development partnership helps to shape the strategic, economic growth across southern Staffordshire districts. This includes working closely with the Greater Birmingham and Solihull and the Staffordshire and Stoke-on-Trent Local Enterprise Partnerships.

Lichfield District Tourism Association As a key tourist destination, tourism is vital to our economy. We're delighted to work with local businesses to increase the number of visitors to our district and boost local tourism, as well as encourage more local people to enjoy local facilities.

Townsafe Partnership We work closely with Townsafe, the voice of traders and businesses in Lichfield City centre. Townsafe helps to identify a range of issues from community safety, to environmental, to improvement plans for the city centre.

Think Local To encourage companies and agencies to buy from local companies we helped to develop www.thinklocal.biz, which is now being developed across Staffordshire.

Your views and feedback

We hope you've found our district plan easy to read and that it clearly outlines what we are working to achieve over the next four years.

We tried to squeeze in as much detail as possible, but of course it's not been possible to fit everything in, so we'll add more to our annual action plans www.lichfielddc.gov.uk/actionplans

If you don't have internet access, you can request a copy of our action plans by calling 01543 308000.

We want to improve how we share information with you and we'd like to hear your views on this booklet, as well as how our services measure up. Write to me, Nina Dawes, Chief Executive, or email nina.dawes@lichfielddc.gov.uk

Results of public consultation on the District Plan 2012-16

Background

The draft plan with background information and a link to a feedback survey was available online from 20 December 2011 until 15 January 2012. Paper copies were available from reception and alternative formats were also offered.

The consultation was promoted on the home page of Lichfield District Council's website from 20 December to 9 January and via email to all employees on 20 December. The link was forwarded to partners and other district parties (such as parish councils) by teams.

Completed surveys were collated in the policy and performance team and analysed using snap survey software.

Response

- 119 people viewed the consultation online
- Responses were received as online replies via the /voiceit consultation portal.
- No paper copies were received.
- 10 of the respondents live in the district, of which 7 also work in the district (2 with their own businesses). 1 respondent works but does not live in the district.
- As council partners had already taken part in shaping the district plan this may explain the absence of response from this sector.

Mosaic profiles show a fairly widespread response across profiles and locations.

Summary of responses

The survey asked respondents to consider the three themes of the district plan and comment on each. A further section on core principles was included.

All respondents answered all four sections (base of 11).

9 respondents agree with themes 1 & 2

10 respondents agree with theme 3 and the core principles

Comments

- Reduce burden on taxpayer and force people to take responsibility by reducing the size and spending of the council.
- Focus on specified vulnerable areas rather than whole district. Share the data to improve health and wellbeing.
- Do not spend on environmental sustainability this is not part of the council's core role
- Provide access to the data supporting these principles
- It was questioned if this will affect the council's responses on planning applications for renewable energy.
- Improve accessibility by improving Staffordshire railway services (tracks and stations) both existing and reopening others and improve bus services. Consider disability/ pushchair access at stations.
- More support for local retailers rather than big supermarket giants. Consider an indoor market and focus on city centre development, encouraging enterprise.
- Develop our role in the community through relationships with partners.
- Manage budgets, staff and performance effectively and efficiently with enhanced public scrutiny of the council's performance and efficiency measures. Be innovative in our approach to providing services to the public and via partners.
- Promote Lichfield as a centre of excellence and good place to live.