

CABINET

7 JULY 2020

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THE MEDIUM TERM FINANCIAL STRATEGY AND THE PROJECTED IMPACT OF THE COVID-19 PANDEMIC.

1. Decision:

The Cabinet:

- 1.1 Noted the information contained in the report regarding the projected financial impact of the COVID-19 pandemic on the Council's financial position.
- 1.2 Noted the grant provided by the Government in 2020/21 (£1,036,009) to be used to offset additional spend and income reductions and approved an update to the MTFS.
- 1.3. Noted the grant support for the Reopening of High Streets Safely of (£92,501), its intended use through a phased approach across the District and approved an update to the MTFS.

2. Statement of Reasons:

This report considered the projected impact of the COVID-19 pandemic on the Council's finances.

3. Any Alternative Options:

In addition to the use of general reserves, there are also alternative options available to mitigate or manage the projected impact:

- The potential redirection of earmarked reserves to support the response and recovery phases.
- The consideration of alternative approaches and options to reduce or eliminate projected reductions in income and additional costs.

DELIVERY PLAN AND CORPORATE INDICATORS

1. Decision:

1.1 The Cabinet approved the Delivery Plan and underpinning draft Corporate Indicators.

2. Statement of Reasons:

The report set out the council's new Delivery Plan and draft Corporate Indicators for formal approval by Cabinet.

3. Any Alternative Options:

None. The council must have a plan to deliver the outcomes articulated in the strategic plan.

LICHFIELD CITY CENTRE MASTERPLAN

1. Decision:

The Cabinet:

- 1.1 Noted the progress and submission of the final amended masterplan by consultants David Lock Associates; and,
- 1.2 Noted the requirement to test the viability and deliverability of the masterplan as presented and,
- 1.3 Noted the issues raised about the potential impacts of CV19 on centres across the country and the need to assess this in the context of Lichfield and the Lichfield City Centre Masterplan.

2. Statement of Reasons:

In Summer 2019, following a competitive tender, consultants David Lock Associates (DLA) were commissioned to produce a Masterplan for Lichfield City Centre. Following the production of an Analysis, Issues and Options report in October 2019, a draft Masterplan was produced. This was subject to public consultation during January/February 2020 and the document was amended as a result of the feedback. The final document was submitted to LDC in March 2020 and duly considered by EGED O&S Committee.

In response to issues raised by the EGED Committee, further work has been commissioned that will provide advice in regards to the impact of Covid-19 on city centres and on the implementation of the Masterplan.

3. Any Alternative Options:

None.

ENGAGEMENT STRATEGY

1. Decision:

1.1 The Cabinet approved the adoption of the Engagement Strategy.

2. Statement of Reasons:

An Engagement Strategy has been developed using the results from a review of our communications service and general approach to communications and engagement, as well as research relating to similar strategies from a range of good practice local authorities and high-performing private sector organisations.

The strategy focuses on communities rather than customers, learning from the shifting perceptions of the relationships required to succeed, moving them from transactional in nature to being more co-creative, and so by inference, fully engaged.

The strategy is aspirational and sets out a clear road map to improve how we engage with our diverse community groups and utilise new and emerging tools and approaches to ensure we successfully engage while making our communities central to all we do.

3. Any Alternative Options:

The council choose not to have an engagement strategy and continue as it has, making tactical decisions as they arise. However, a previous audit and subsequent review of communications, has suggested this is not good practice and could have led to a divergence from intent, leading to wasted resources, mixed messages and lack of clarity to our customers.