

Lichfield District 2050 Strategy

Leader of the Council, Cllr Doug Pullen

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Agenda Item:

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Key Decision? YES

Local Ward Members N/A



Lichfield
District Council

OVERVIEW AND SCRUTINY COMMITTEE

1. Executive Summary

1.1 This report presents:

- the results of the public consultation on the draft Lichfield District 2050 Strategy that ran from 24th August to 7th October 2023, and further targeted qualitative consultation that ran with younger age groups from January to February 2024;
- An updated draft Strategy; and
- A draft Year 1 Delivery Plan.

2. Recommendations

The Committee:

- 2.1 Review the results from the public consultation (**Appendix A**) on the draft Lichfield District 2050 Strategy and how the feedback has been used to inform the Strategy;
- 2.2 Provide any further feedback on the draft Strategy (**Appendix B**); and
- 2.3 Provide feedback on the draft Year 1 Delivery Plan (**Appendix C**).

3. Background

- 3.1 A strategic plan set out the medium-term ambitions and priorities for an organisation, and it is our primary strategic document. It should outline what we want to achieve and how we intend to do it. Lichfield District Council's current Strategic Plan ends in April 2024. A Strategic Plan should act as the 'golden thread', allowing all members of staff and Councillors to see the role they play in delivering against the agreed priorities. The Council is a very different Council to the one that agreed the last Strategic Plan in Spring 2020.
- 3.2 Lichfield District 2050 Strategy is a significant departure from previous Strategic Plans. It deliberately seeks to set a different tone, to be a Strategic Plan for the whole District, not just Lichfield District Council. We cannot deliver the ambitions set out in the Strategy on our own, it will require us all working together, partners, businesses, residents and the Council. It also takes a longer-term view, rather than the normal four-year, medium-term view. This is to reflect that many of the opportunities and challenges we face do not start and end in a political term, but require long-term commitment and focus.

- 3.3 The Strategy has been in development for over 18 months, starting with the 'Together We' public consultation which ran in late 2022, which saw over 7,500 residents and businesses feedback their views and opinions on the District and future priorities.
- 3.4 Using the results of the 'Together We' consultation, plus data and analysis from the Lichfield District Social Progress Index which was launched in early 2023, the Strategy was drafted. In August 2023 a public consultation was launched to gather views and feedback on the draft Strategy.
- 3.5 Five online surveys were launched, respondents were able to provide feedback on any one of the four priorities they were interested in – Confident, Prosperous, Active or Green Communities - or answer a survey on the whole Strategy. Residents were also able to request a paper copy of the surveys.
- 3.6 As well as the online survey, direct emails were sent to key stakeholders offering the opportunity to meet and discuss their feedback on the Strategy, as well as encouraging stakeholders to share the link to the Strategy and surveys with their own networks. As an example, Support Staffordshire and the Chamber of Commerce both promoted the surveys through their networks.
- 3.7 A range of actions were undertaken to maximise the response the consultation including:
- Ongoing social media posts across all LDC channels and traditional press releases
 - Promotion of the surveys via our resident e-news distribution lists of more than 29,500 recipients
 - Promotion of the relevant surveys to targeted distribution lists. Residents registered on our Active Lichfield mailing list were sent the Active Communities survey and contacts on our business mailing list received the Prosperous Communities survey.
 - Surveys were promoted on specific non-LDC social media pages. For example, the Green Communities survey was promoted on Lichfield Litter Legends, the Prosperous Communities survey was posted on Lichfield and Tamworth Business Page, the Confident Communities survey was posted on Helping Each Other – Lichfield & Surrounding Areas, the Active Communities survey was posted on Lichfield & District Runners
 - Councillors were encouraged to share the surveys amongst their networks and with their constituents
 - Recorded and distributed a podcast, aimed at younger people.
 - Handed out leaflets in Lichfield City to promote awareness of the consultation
 - Community organisations such as secondary school and faith groups were also sent links to the surveys and encouraged to promote.
 - Session held with the Lichfield District Youth Council
 - Additional targeted activities were undertaken between January-February 2024 to increase responses from younger age groups. This led to an additional 228 responses from residents aged 34 or under.
- 3.8 Throughout the consultation period, we undertook weekly monitoring of responses, including a breakdown of characteristics to enable us to undertake targeted actions to improve response rates In total we received 3,127 responses, a breakdown of responses by characteristic is provided in Appendix A.
- 3.9 We received stakeholder organisation responses from: Support Staffordshire, Lichfield Festival, Liberty Jamboree, We Love Lichfield, SCYVS, Staffordshire County Council, Citizens Advice, Garrick Theatre.
- 3.10 Due to the under representation of the younger age groups in the initial tranche of responses, it was agreed that we would undertake further targeted activities with younger age groups in January to February 2024. A revised online survey was published, with less questions and revised wording. Targeted communications were issued to families to encourage their young adults to take part, it was

shared with the voluntary and community sector and also shared with the Youth Council asking them to support with friends and peers.

4. Key Findings

- 4.1 A summary of the consultation results are presented in **Appendix A**. Headlines include:
- Overall, the majority of respondents were positive about the strategy – 61% of all responses providing a positive sentiment when asked their overall opinion on the survey.
 - Over half of respondents agreed with each of the four vision statements, with ‘Green Communities’ receiving the most support.
 - There was broad agreement with all four definitions, with 78% of respondents agreed with the ‘Active Communities’ definition.
 - Generally, respondents were unsure as to whether we’d identified the right priority actions to achieve by 2050.
 - Just under half of respondents (49%) said where they live isn’t currently a confident community.
 - 25% of respondents said that their communities are not flourishing.
 - 24% of respondents said our communities are currently very or moderately active.
 - 39% of respondents said our communities are currently very or moderately environmentally friendly
 - A key recurring piece of feedback was – “how will it be delivered?”, with respondents keen to find out more details, including how it will be funded.
 - Key issues/themes that were felt to be missing included: infrastructure, public transport and active travel, inclusion for all, support for villages and green energy.
 - In terms of the role that people want to play in delivering the Strategy, key recurring themes included – supporting their local community, engagement and involvement, and being an advocate for it.
- 4.2 The top three most important milestones for 2028 for each of the four themes are outlined in the table below:

<p>Confident Communities</p> <ul style="list-style-type: none"> 1= Completion of the city centre regeneration 1= Empty properties 3 Design Code 	<p>Prosperous Communities</p> <ul style="list-style-type: none"> 1. Infrastructure 2. Action Plan for Burntwood 3. ‘Meanwhile’ activities on BRS
<p>Active Communities</p> <ul style="list-style-type: none"> 1. Utilise our parks and green spaces 2. New leisure centre 3. Small grants scheme 	<p>Green Communities</p> <ul style="list-style-type: none"> 1. Increase recycling rate 2. Two new nature reserves 3. Robust Carbon Reduction Plan

5. How has the feedback inform the Strategy?

- 5.1 A key message from the consultation was that respondents wanted more information on how it will be delivered and funded. Attached to this report is a draft Year 1 Delivery Plan (**Appendix C**) for feedback from the Committee.
- 5.2 We have strengthened the Strategy to reflect the following key themes from the consultation:
- The importance of infrastructure, including GPs, schools and roads. Working to lobby public sector partners to invest more in these services
 - Public transport and active travel. Challenging ourselves and our public sector partners to do more to connect our places, and to support all in our communities to access opportunities
 - Ensuring the challenges and opportunities in our villages are rural communities are represented throughout
 - Inclusion for all was a recurring theme throughout much of the feedback. We will review the Strategy to ensure that all parts of our communities are represented.
 - Younger respondents in particular valued the Strategy being broken down into shorter time periods, and being able to see tangible deliverables towards the long-term ambitions.
- 5.3 Ongoing engagement and communication concerning the Strategy is key, ensuring residents and stakeholders are both involved in and kept informed of progress, as well as providing ongoing opportunities to input into the shape of future delivery plans
- 5.4 Feedback from Overview and Scrutiny Committee will be presented to Cabinet on 9th April, prior to the Strategy being considered at Full Council on 14th May 2024.

Alternative options	1. An alternative Strategy could be developed, however this would delay approval and adoption.
Consultation	1. Consultation with residents, businesses, stakeholders and Councillors has been undertaken over the last 18 months to inform the development of the Strategy.
Financial implications	<ol style="list-style-type: none"> 1. There are no direct financial implications arising from creation of the strategic plan. 2. All plan activities will need to be built into financial planning. 3. Costs including consultation, design and print that will be associated with the production of the plan have been met from existing budgets. 4.
Approved by Section 151 Officer	Yes
Legal implications	1. There are no direct legal implications
Approved by Monitoring Officer	Yes
Contribution to the delivery of the strategic plan	1. The proposals recommend that a new strategic plan is adopted

Equality, diversity and human rights implications	1. Due to the strategic nature of the strategic plan, completing an equalities impact assessment (EIA) will likely have limited benefit.
EIA logged by Equalities Officer	Yes Equalities Officer confirmed not required.
Crime & safety Issues	1. There are no crime and safety issues arising from the production of the strategic plan.
Data assessment	1. The Social Progress Index has been utilised in the development of the strategic plan.
Environmental impact (including climate change and biodiversity)	1. Creating greener communities is one of the four priorities of the strategic plan.
GDPR / Privacy impact assessment	1. There are no GDPR/privacy issues arising from the production process of the strategic plan

	Risk description & risk owner	Original score (RYG)	How we manage it	New score (RYG)
A	Lichfield District 2050 Strategy is too ambitious and cannot be delivered within available resources	Likelihood: Yellow Impact: Yellow Risk: Yellow	Annual Delivery Plans to ensure we deliver both in the short-term and medium-term. Continual engagement with stakeholders to reiterate this is a plan for the District not just the District Council/	Likelihood: Green Impact: Green Risk: Green
B	Lack of buy-in from residents and stakeholders to the Strategy	Likelihood: Yellow Impact: Yellow Risk: Yellow	Significant public consultation has been undertaken. Ongoing consultation and engagement on delivery plans and what has been achieved.	Likelihood: Green Impact: Green Risk: Green
C	Any change in National Government leads to changes in priorities/funding for Local Government.	Likelihood: Yellow Impact: Yellow Risk: Yellow	Policy proposals and the Manifestos of political parties will be monitored to understand the potential impact on Local Government. The Council will seek to influence future policy direction through submitting policy responses.	Likelihood: Yellow Impact: Yellow Risk: Yellow

Background documents	Any previous reports or decisions linked to this item
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Relevant web links	Any links for background information which may be useful to understand the context of the report
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