

Lichfield District 2050 Strategy

Leader of the Council, Cllr Doug Pullen

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Agenda Item: 7

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Key Decision YES

Local Ward N/A.

Members



Lichfield
District Council

Cabinet

1. Executive Summary

- 1.1 This report presents the Council's new strategic plan – Lichfield District 2050 Strategy – for approval by Cabinet prior to being considered by Full Council.
- 1.2 This report summaries how the Strategy has been developed, including the key findings from the public consultation on the draft strategy.

2. Recommendations

That Cabinet:

- 2.1 Reviews the key findings from the public consultation on the draft strategy and agrees the amendments made to the strategy as a result
- 2.2 Reviews the feedback from Overview and Scrutiny Committee on the consultation results, the Strategy and the Delivery Plan.
- 2.3 Endorses the Lichfield District 2050 Strategy and recommends its adoption by Full Council (Appendix B)
- 2.4 Agrees the Year 1 Delivery Plan (Appendix C)
- 2.4 Delegate finalising the details of the Lichfield District 2050 Strategy and the Year 1 Delivery Plan to the Leader of the Council and the Chief Executive, prior to final publication

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. The Strategy is unapologetically aspirational and bold.

- 3.3 A strategy is only as good as the delivery plan that supports it, monitoring and tracking how the District Council and partners are delivering against the agreed priorities. A draft Year 1 Delivery Plan is presented at Appendix C. The Delivery Plan includes ‘100 day sprints’, to allow residents to see tangible progress in the short-term, as well as the long-term.
- 3.4 The Strategy sets out the vision that “together we will make Lichfield District a more confident, prosperous, active and green place to live, work and pay”. To achieve this vision, the Strategy outlines four ambitions:
- Be the place where people across the UK aspire to live – Confident Communities
 - Enable Lichfield, Burntwood and our villages to flourish – Prosperous Communities
 - Make Lichfield District the most active in the UK – Active Communities
 - Create the greenest District in the country – Greener Communities

4. Development of the Strategy

- 4.1 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.
- 4.2 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.
- 4.3 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.
- 4.4 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.
- 4.5 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.

4.6 A summary of the consultation results are presented in Appendix A. These results were considered at Overview and Scrutiny Committee on 3rd April 2024 and feedback will be provided at Cabinet on 9th April 2024.

4.7 A key message from the public consultation was that respondents wanted more information on how it will be delivered and funded.

4.8 The Strategy has been strengthened to reflect the key themes from the consultation, and the proposed final version is attached as Appendix B:

- 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 and 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.

4.9 Lichfield District 2050 Strategy clearly sets out our vision and ambitions for the District. Through extensive engagement we have developed a Strategy that is bold, aspirational and will create a future that we can all be proud of.

Alternative options	1. Cabinet can choose to approve a different Strategic Plan, 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. 2. Results of the latest round of public consultation have been considered at Overview and Scrutiny Committee on 3 rd April 2024.
Financial implications	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.
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	1. The proposals recommend that a new strategic plan is adopted

strategic plan	
Equality, diversity and human rights implications	<ol style="list-style-type: none"> 1. Due to the strategic nature of the strategic plan, completing an equalities impact assessment (EIA) will likely have limited benefit. 2. However it is recommended that detailed delivery plans and any supporting thematic strategies do complete and EIA.
EIA logged by Equalities Officer	See above.
Crime & safety Issues	<ol style="list-style-type: none"> 1. There are no crime and safety issues arising from the production of the strategic plan.
Data assessment	<ol style="list-style-type: none"> 1. The Social Progress Index has been utilised in the development of the strategic plan.
Environmental impact (including climate change and biodiversity)	<ol style="list-style-type: none"> 1. Creating greener communities is one of the four priorities of the strategic plan.
GDPR / Privacy impact assessment	<ol style="list-style-type: none"> 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 alongside '100 day sprints' to ensure we delivery 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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