

Strategic Plan 2020 – 2024 O&S task group - session two outcome

Present: Cllrs Grange, Leytham, Norman and Tapper. Apologies: Cllrs Baker, Pullen, Ray and Smith **Supported by:** Christie Tims
Date: 24 September 2019

The second meeting of the O&S task group which is supporting the creation of the new strategic plan 2020 – 2024 took place on 24 September 2019. The agenda covered three key tasks:

- Consider refinements to the key strategic themes the council should consider adopting in its 2020 – 2024 strategic plan
- Discuss layout, presentation and look and feel options to maximise the plan on a page
- Review, consider and recommend the consultation options for the strategic plan

Key Themes

At the previous task group three key themes of people, place and prosperity emerged along with a fourth underpinning theme of a ‘good council’. It was acknowledged that these echo the previous plan themes, but the task group still felt the council needs to adopt a simpler approach, that is more catchy/memorable. Regardless of the words selected, it was recognised that the themes would need further description and detail will be provided in the Delivery Plan.

Enabling People	Shaping Place	Developing Prosperity
To help themselves and others	Keeping it clean, green and safe	Encourage growth
To collaborate and engage with us	Protecting our most valuable assets	Enhancing the district for visitors
To live healthy and active lives	Ensuring sustainability and infrastructure needs are balanced	Investing in the future
A good council that:		
• Is financially sound, transparent and accountable	• Is innovative and customer focussed	• Has respect for everyone

Layout, Look and Feel

The group considered several layout options and preferred a portrait style with bold simple graphics and as few words as possible. The group were also keen that any picture used were of people and not necessarily the usual places.



Consultation

The group discussed the options available and reviewed an interactive consultation system. The group felt that there was no added value in carrying out quantitative consultation on the strategic plan as response rates were so low and could not accurately reflect our demographics. Instead the group felt that the document should be available on our website, sent via email to those on our mailing list, links provided on social media and details available in copies of LDC news to ask for feedback.

A more qualitative approach should be taken with some focus groups with key stakeholders and residents once the first draft is approved.