

**Report To:** Leader and Cabinet  
**Lead Officer:** Chief Executive

16 November 2017

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## **Feedback from 'Let's Talk' 2017**

### **Purpose**

1. To update Cabinet on feedback from the 'Let's Talk' listening and engagement exercise, to help inform the development of a refreshed Corporate Plan for 2018-2022.

### **Recommendations**

2. Cabinet is recommended to
  - (a) Thank residents and organisations for their participation in the 'Let's Talk' engagement project and for the quality and breadth of the feedback provided, committing to sharing the outcomes with participants and the wider community, and
  - (b) Note feedback from the exercise, summarised in paragraphs 9-10 and Appendix A **attached**, and take this into account in the development of a refreshed Corporate Plan to be adopted in February 2018.

### **Reasons for Recommendations**

3. The recommendations highlight feedback from residents and identify key issues for local people. These will be taken into consideration as the Cabinet develops future priorities to inform the development and adoption of a refreshed Corporate Plan, expressing the Council's Vision and strategic priorities, in February 2018.

### **Background**

4. The Leader of the Council was keen to ensure that, in advance of the next review of the Council's Corporate Plan, engagement was undertaken to enable communities to share their views and ideas to assist in shaping how the district should look in 5-10 years' time, and what should go into our plans to achieve this. Cabinet agreed a consultation brief for this work at its meeting on 9 February 2017, including indicative scope and timescales for the review, the outputs from which would help develop a refreshed Corporate Plan for implementation from April 2018.
5. The majority of the engagement events took place between July-September 2017, and included a sample of six villages, of varying sizes and varying amounts of growth planned in and around the areas. Further villages will be included in the future to help ensure a culture of continuous engagement is established and maintained.
6. We spoke to residents at a number of venues and community events including our annual Parklife event in Milton, Abington Pigotts summer fete, village shops in Ickleton and Hardwick, community libraries in Fulbourn and Swavesey and a residents group in Orchard Park. At each, we asked:

- What do you love about living in South Cambridgeshire?
  - What makes your community a great place to live now and why?
  - How can we preserve and enhance what is important to you whilst the district is changing?
7. The face-to-face events were supplemented by an on-line survey, publicised via a dedicated web page, social media and article in the Summer 2017 edition of the residents' magazine. We also ran a focus group, comprising members of the Council's consultation panel, in September 2017, facilitated by the Consultation Institute.
  8. All of the responses have been collated and are summarised in **Appendix A**. There were approximately 200 to 210 responses under each question; however, interviewers sometimes spoke to more than one person at a time and therefore the total number of people reached is likely to be higher. Focus group feedback has been captured separately.
  9. Residents told us about the strong sense of community spirit in their villages and about the many different types of activities for residents of all ages that contributed to this. Many residents attached great importance to maintaining a distinct sense of local identity and were keen to preserve this as pressure for growth intensifies. The Council should also ensure that the right infrastructure is in place at an early stage to support our major new developments so that new and existing residents have access to the housing, transport and leisure opportunities need to maintain quality of life.
  10. Residents identified that the following issues were important to them:
    - Infrastructure is in place to support new housing ahead of development;
    - South Cambridgeshire villages are well-connected and allow people to get around;
    - High quality jobs are available and small businesses can grow and flourish'
    - South Cambridgeshire maintains its rural look and feel, with green space for all to enjoy;
    - Our communities are thriving and vibrant with strong social networks;
    - South Cambs shapes and influences positive growth and quality housing;
    - New and established communities provide thriving, healthy safe and attractive places to live;
    - Joined-up working by the Council with its partners is visible and effective

Further analysis of these issues will be undertaken to develop a revised Corporate Plan for 2018-2022, to be presented to Scrutiny and Overview Committee, Cabinet and Council for adoption in February 2018

### **Implications**

11. In the writing of this report, taking into account financial, legal, staffing, risk management, equality and diversity, climate change, community safety and any other key issues, the following implications have been considered: -

### ***Staffing***

12. Specific proposals for additional staffing capacity and other resources to deliver corporate priorities have been submitted via a bidding process and will be considered as part of the emerging MTFS and incorporated into 2018/19 budgets as agreed.

### ***Risk Management***

13. Cabinet and EMT have considered the Council's Strategic Risk Register as part of the evidence base for the development of revised priorities.

### ***Equality and Diversity***

14. We carried out an Equality Impact Assessment to assess the extent to which Let's Talk reached our diverse communities. It identified we did not reach residents from non-White British communities (12.7% of the district's population, Census 2011) or those with disabilities. We therefore plan to hold focus groups with these communities to ensure their views are taken into account before the plan is finally adopted.
15. Draft and final plans will be screened for equality implications as part of the consultation and development process. Initial screening will provide a 'signpost' to full impact assessments of specific initiatives arising as the plan is implemented.

### ***Consultation***

16. As identified within the Considerations section above, the 'Let's Talk' listening and engagement exercise enabled the Council to hear voices in communities which may otherwise have been missed. The project generated much positive and constructive feedback which aligns closely with current priorities, showing that the Council is already responding to key local issues.
17. The issues of most importance identified by residents will be developed into a draft Corporate Plan, which will be published on the Council's website for comment.

### ***Effect on Strategic Aims***

18. Cabinet is recommended to note resident feedback and commit to using this to develop and agree a new Corporate Plan which sets out an ambitious yet attainable Vision for our district.

**Background Paper:** District Profile: An Economic, Social and Environmental Summary Profile of South Cambridgeshire (Grant Thornton, September 2017)

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APPENDIX A What do you love about living in South Cambridgeshire?	What makes your community a great place to live now and why?	How can we preserve and enhance what is important to you whilst the district is changing?
<ul style="list-style-type: none"> <li>I. Green space and environment (amenities, countryside, clean air, cleanliness, tranquillity)</li> <li>II. Amenities and activities (schools, community and sporting activities)</li> <li>III. The community (Friendly, neighbourly, welcoming, community spirit, desire to help one another)</li> <li>IV. Location and links (Proximity to Cambridge, quality local links e.g. cycle path, guided bus)</li> <li>V. Village identity and feel (Near to, but distinct from, urban areas, sense of space)</li> <li>VI. Strong local economy; proximity to jobs</li> <li>VII. Feel safe; tranquillity</li> </ul>	<ul style="list-style-type: none"> <li>i. Friendliness / community spirit</li> <li>ii. Local activities: clubs, groups and societies for all ages</li> <li>iii. Local amenities: shops, pubs, schools, doctors etc.</li> <li>iv. Transport links: proximity to Cambridge, cycle links</li> <li>v. Quality of the local environment: cleanliness, open space, countryside</li> <li>vi. Safety</li> <li>vii. Village feel</li> <li>viii. Economy: Proximity to employment opportunities</li> <li>ix. Lifestyle</li> </ul>	<ul style="list-style-type: none"> <li>I. Improved access to public transport and cycleways</li> <li>II. Local amenities: to meet increasing capacity; ensure they accompany new housing</li> <li>III. Restrict new housing development in villages</li> <li>IV. Environmental enhancements e.g. improved recycling opportunities, air quality, green space in new developments, protect valued local amenities</li> <li>V. Maintain village feel</li> <li>VI. Help new residents to integrate into villages</li> <li>VII. New homes for those that need them (social, younger people, local people)</li> <li>VIII. Improve road safety and tackle congestion</li> <li>IX. More community events and empowerment of parish councils</li> <li>X. Promote economic growth and tourism and improve Broadband</li> <li>XI. Support for vulnerable residents</li> <li>XII. Better engagement by SCDC and public bodies</li> <li>XIII. Employment opportunities</li> <li><b>XIV.</b> Health Improvement</li> </ul>