

## **APPENDIX B**

### **PREPARING A BLUEPRINT FOR SOUTH CAMBRIDGESHIRE IN 2023 – CONSULTATION BRIEF**

#### **1. Mission Statement**

We will work with our communities to maintain quality of life in the context of continuing economic growth so that South Cambridgeshire continues to be the best place to live, work and study in the country.

Together, we will build a Blueprint for what we want the district to look like in 2023. We will re-evaluate our current Vision, shaping and developing it to describe what it will be like to live and work in South Cambridgeshire. We will put in place a Corporate Plan to deliver our Blueprint, a plan which provides clear strategic direction to, and meets the aspirations of residents, businesses, partners, staff and councillors.

#### **2. Process**

We will undertake two phases of consultation with our communities to inform the development of a revised Vision and future Blueprint, the results of which will inform a Corporate Plan for 2018-2023, which Council will be asked to adopt in February 2018.

##### ***Discovery Phase***

The exercise will go beyond the scope of a traditional consultation on a limited range of options and provide an open-ended dialogue with communities. Beginning with the current Corporate Plan (2017-2022), supported by contextual information about the current and anticipated challenges and financial pressures affecting the council and initiatives to address these (shared services, City Deal etc), we can then ask citizens to build a desired future state with us. To do so, we will:

- Thematically explore key components of the strategic challenges facing us around strategic housing, transport and the local environment, with the objective of establishing how growth can be harnessed in positive ways to promote prosperity and inclusion, compared to negative connotations around congestion and unaffordability;
- Take an 'appreciative' approach which explores citizens' perceptions of SCDC and their current quality of life, identifying things that are good about their communities (and the council), things which could be better and how to achieve this.
- Further develop new relationships between SCDC and its citizens based on identifying where and how communities can help themselves rather than rely on a traditional 'passive recipient' model of district council service provision;
- Reconcile / provide a bridge between 'macro' policy (e.g. economies of scale through multi-partner shared services and governance, major infrastructure projects and new communities) and local community empowerment (delivery of a truly 'Localist' agenda).

Outputs from this exercise will be incorporated into a revised draft Corporate Plan, which will be presented to Cabinet for endorsement in November 2017.

We will use a number of consultation methods, including:

- Focus Groups
- SCDC website; dedicated web page supported by launch publicity
- Residents' magazine
- Major partnership consultation events e.g. City Deal, Combined Authority
- Social media: SCDC Twitter feed and Facebook page.

We will consult with a wide variety of stakeholder groups, including:

- Business networks
- Parish Councils (Parish Bulletin / Weekly Bulletin)
- Community groups
- Strategic and shared service partners
- MP's
- Staff and Member Working Groups.

### ***Realisation Phase***

This phase will comprise consultation on a draft revised Corporate Plan, using existing mechanisms such as our website, residents' magazine and social media. The consultation will test whether the priorities we've selected are the right ones, and whether they accurately reflect what our communities told us. We will refine the proposals to take account of changing consultation feedback and external factors, particularly those relating to government finance and legislative policy, and will begin to plan how we might deliver our plan when it's agreed.

### **3. Indicative timetable**

Project Brief endorsed by Cabinet	9 Feb 17
Planning stage	Feb – Mar 17
Discovery Phase consultation	Apr – June 17
Analyse outputs from Discovery Phase	Jul – Aug 17
Leadership (Cabinet/EMT) workshop to consider outputs	Sept 17
Outputs developed into draft Corporate Plan	Sept – Oct 17
Agreement of draft Plan for consultation	Nov 17
Realisation phase consultation	Nov 17 – Jan 18
Approval of final draft Corporate Plan	Feb 18