

FULL COUNCIL – 16 NOVEMBER 2020

CORPORATE PLAN TASK & FINISH GROUP

1. INTRODUCTION

- 1.1 On 20 January 2020, the Council held a workshop session to plan future priorities. At this meeting members considered that the Council needed to develop a robust strategic plan.
- 1.2 A strategic/corporate plan is the single most important strategy that shapes the way the Council works and defines its ambitions. In doing so it brings together strategic and service objectives, helping Members and Officers to work towards the achievement of the same vision, values and priorities.
- 1.3 As such the Council established a Corporate Plan Task & Finish Group consisting of Cllrs Forfar, Higby & Warrillow along with the Clerk and assistance from Smart Marketing.

2. TASK & FINISH GROUP

- 2.1 The Task & Finish Group met on 12 November. At the meeting a draft community engagement survey was presented for approval.
- 2.2 The purposes of the engagement survey is to capture the views of residents in helping to shape and develop the Council's priorities.
- 2.3 In developing the survey members and officers considered the below outline:
 - **Survey Context:** The COVID-19 pandemic has had a devastating impact on our communities and created financial and social challenges. It did however highlight the good that can be achieved when the Parish Council, its partners and residents work together towards a common goal – supporting and caring for those in need. That partnership work needs to continue, and the Parish Council would like to support and create innovative, sustainable ways to deliver services that the community want.
 - **Survey Aim:** To help inform the Council's priorities for the next five years, to ensure we remain relevant in today's society, continue to modernise and improve, and to strengthen ties with the community.
 - **What we will do with the information:** Resident feedback will be used to help draft a 5-year corporate action plan which will guide decision making and how budgets are spent, and to ensure that the Council's priorities reflect those of the local community. It will also help the Council to review our current operations, and make sure that they remain relevant.
- 2.4 The key themes of the survey are as follows:
 - 1) The impact of COVID-19 on individual residents and the community as a whole
 - 2) How the Parish Council can support people in our community to live their lives well

- 3) How the Parish Council can support residents' health and wellbeing
- 4) How the Parish Council can encourage sustainable living
- 5) How you feel the Parish Council can be more innovative and forward-thinking to improve our services to residents

3. SURVEY QUESTIONS

3.1 The Task & Finish Group have approved the survey questions which can be found via the following link: -

<https://www.surveymonkey.co.uk/r/fopc2020>

3.2 There are 30 questions in total and it is estimated that it will take residents on average 3-5 minutes to complete the survey.

3.3 The benefit of utilising survey monkey for the online survey is that the system analysis the data for you. Hard copy surveys can be inputted by the team at Smart Marketing also.

4. ENGAGEMENT METHODS

4.1 In order to ensure wider engagement with residents and capture views across various demographics in the Parish, including hard to reach groups, the Group agreed various survey distribution methods, including: -

Social

- Twice-weekly Facebook posts over 4-week period
- Ask other local Facebook groups to share the post
- Ask schools to share the post via their own social media pages
- Potentially run a short social media ad (to be seen only by people in Fair Oak/Horton Heath) to extend reach beyond page followers/mums

Offline

- Create posters with QR code to put in local shops, post office, garages, school noticeboards
- Print copies of the survey, and give to local churches, residential homes (i.e., Sunnybank, Fair Oak Court), possibly other community groups once lockdown is eased
- Ask schools to provide link to survey in any outbound emails
- Ask EBC and Parish Officer to provide link to survey in outbound emails
- Promote QR code in Borough News

Website/E-Bulletin

- Embed on blog
- Promote in November's E-Bulletin

4.2 The Task & Finish Group feel that in order to have a meaningful/robust corporate action plan, the Council should aim for a minimum number of survey responses (200). Should the Council not hit the 200 threshold at the end of the consultation period, the survey will be extended. The Council, with help from Smart marketing, can continue with the communication campaign to engage more residents.

5. TIMELINE

5.1 Key dates in the survey consultation and development of the plan are suggested as:

Community Engagement Survey:	
Develop survey questions	w/c 2 November 2020
Corporate Plan Task & Finish Group	12 November 2020
Full Council consultation	16 November 2020
Survey consultation period	16 November – 18 December 2020
Survey analysis	Beginning of January
Corporate Plan/Action Plan Development:	
Draft plan to Task & Finish Group	w/c 11 January 2020
Final Council approval inc budget implications	18 January 2020
Publication on Council website	w/c 18 January 2020

6. DELIVERING THE PLAN

6.1 The Corporate Plan will be underpinned by SMART targetsⁱ contained in a 5-year action plan that will support and monitor the delivery of the overall objectives of the plan. The Action Plan will be considered over the next few months to support the commencement of the approved Corporate Plan.

7. FINANCIAL IMPLICATIONS

7.1 Direct costs arising from the production and consultation of the plan will be spent from within existing approved budgets.

8. RECOMMENDATIONS

8.1 That the Council note the timetable and method of the Corporate Plan development and community engagement consultation.

For further information please contact:

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ⁱ SMART goals are:

- **Specific:** Well defined, clear, and unambiguous
- **Measurable:** With specific criteria that measure your progress toward the accomplishment of the goal
- **Achievable:** Attainable and not impossible to achieve
- **Realistic:** Within reach, realistic, and relevant to your goal
- **Timely:** With a clearly defined timeline, including a starting date and a target date.