

**Report to:** Council

**Report Ref:** C1919  
**Meeting Date:** 4<sup>th</sup> November 2019  
**Agenda Item:** 10  
**Prepared By:** Town Clerk



**Subject:** Strategic Plan

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## 1.0 BACKGROUND

The Strategic Plan working group was established in June [19/031] to develop a new corporate plan for the Town Council. The working group has held four meetings, agreed a project plan, risk assessment and initial workshops. Due to staff absence, the initial timeframe has been extended and the working group is currently working to the following plan:

January 2020	Community workshops Member and Officer workshops
February 2020	Development of first draft plan
March 2020	Consultation on draft plan
May 2020	Adoption of plan

A background information document has been prepared which reviews progress against the 2020 Vision, summarises the outstanding actions from the 2010 Town Plan and details the commitments placed on the Town Council by the 2019 Neighbourhood Plan. The document also contains demographic data and a summary of the town's community facilities.

## 2.0 COMMUNITY WORKSHOPS

Council has previously authorised the working group to undertake community engagement as part of the evidence compiling for the plan. The working group has designed community workshops which will be undertaken in mid-late January. It is planned to hold four workshops: two in the Methodist Church (one evening, one Saturday afternoon), one at the Welcome (early evening) and one with students at Knutsford Academy. The dates for these events are currently being confirmed.

The focus of the workshops will be to draw out the key themes for the new plan and provide a clear steer for determining the council's objectives. The workshops will comprise an introduction to the plan and explanation of what the town council can/cannot do and explain the differences between the town and borough council. Tables will discuss the key issues affecting the town, and what the town council needs to work to preserve, improve or leave alone. The workshops will look at the range of services currently provided and the level of the council's precept.

Alongside the community workshops will be an open call for comment where members of the public and community organisations can submit comment and suggestions.



The output of these workshops will be documented and provided to all members.

### 3.0 RISK ASSESSMENT

As required by Council the working group prepared a corporate risk assessment for the project.

Risk	Likelihood/Impact/Score	Mitigation
Excessive Officer Workload	2/3/6	Realistic project plan factoring in significant events/time burn. Review project plan at each milestone to assess if the next phase is deliverable.
Failure to engage members	2/3/6	Regular reports to council and via the week in brief to keep members informed and engaged. Workshops to ensure buy in at early stage, before consultations and to review the plan before key council meetings.
Failure to engage public	2/3/6	Carefully managed message and purpose to ensure awareness, tailored and engaging workshops to generate input
Failure to engage officers	1/2/2	Regular briefings at weekly team meetings on progress, workshop to ensure buy in
Cost escalation	2/1/2	Budget considered throughout process, low direct costs
Aspirations outweigh ability	2/2/4	Incremental process to develop plan including SWOT of council by officers and members. Honest discussion with public if undeliverable demands raised.

### 4.0 DECISIONS REQUIRED

Council should note the progress to date and consider the approval of the risk assessment.



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AWARD SCHEME  
QUALITY GOLD