

REPORT TO FULL COUNCIL

STRATEGIC PLAN 2023-2032



Report Reference	C-23-07
Meeting Date	12 th June 2023
Agenda Item	10
Prepared by	Town Clerk

1.0 BACKGROUND

In the summer of 2022, the Town Council undertook community consultation to start the process of developing a new strategy. The consultation included a number of community workshops, an open survey a workshop at the Knutsford Academy and a stand on Longridge. In late summer, a member workshop was held to refine a series of values, aims and objectives which led to a draft plan. In January, council approved a consultation on the draft plan which took place between 28th January and 31st March. The consultation was supported by a public consultation evening and promotion via a number of means.

Following the consultation, the strategic plan working group reviewed feedback to agree a revised draft. This draft was shared with members and discussed at a briefing in early May.

The plan is now presented to council for formal approval and adoption.

2.0 CHANGES FROM CONSULTATION

142 residents took part in the draft plan consultation. A full consultation summary is attached. The consultation indicated public support for the emerging aims and objectives, however a number of changes were suggested and have been made. This included:

- Revisions to the wording of the town centre and active travel aims
- The addition of an aim in relation to heritage
- The addition of a heritage strategy objective
- The addition of a primary care facility objective

The consultation also invited specific actions to be proposed to further the objectives. These have been collated and will be reviewed by committees as part of developing action plans.

3.0 IMPLEMENTATION

The plan outlines that the council will develop an annual action plan, detailing the specific actions it will take during the year to further the objectives. Committees will consider feed into the development of action plans at their forthcoming meetings and a draft action plan for the 2023/24 financial year will be presented to the July council meeting. Thereafter, each committee will agree a draft action plan as part of preparing budgets and Council will sign off an action plan for the forthcoming financial year every January.

Committees will review progress on implementing action plans at each meeting. It is recommended that Council review progress at its October meeting (being the mid-point in the financial year) with the chairman of each committee being expected to report on progress to date.

Council has recently undertaken a review of its committee structure and implemented a new structure aligned to the delivery of this plan. Appendix A outlines how the objectives would be allocated to committees.

4.0 RECOMMENDATION

It is recommended that Council:

- a) Adopts the strategic plan 2023-2032 and agrees the action plan approval and reporting progress review process outlined
- b) Assigns responsibility for each objective to committees as set out in Appendix A
- c) Directs responsible committees to feed into the development of action plans for the current financial year at their next meeting

APPENDIX A: COMMITTEE OBJECTIVES RESPONSIBILITY

The tables below assign each objective to a committee. Where there is an asterisk it indicates that part of the objective is shared with another committee.

ASSETS AND OPERATIONS COMMITTEE

REF	Objective
C3	Expand the Town Ranger service to increase the cleanliness, maintenance and attractiveness of the town
S5*	Ensure the Council's built assets are financially sustainable with the usage and community benefit maximised

COMMUNITY COMMITTEE

REF	Objective
C1	Work with partners to identify needs and improve access to services to support those in need within the St John's Wood ward.
C2	Bridge the apparent disconnect between Longridge and the rest of Knutsford
C4	Develop volunteer involvement to enhance the cleanliness, maintenance and attractiveness of the town
C6	Support and develop community organisations operating in Knutsford ensuring they have the skills and resources needed to thrive
C7	Support the creation of new community organisations where needs are identified
C8	Improve town communication channels to help connect the community
S1	Work with the Knutsford Medical Partnership to see the delivery of improved primary medical care facilities
S2	Work with partners to develop and implement a preventative health strategy
S3	Increase provision of services, facilities and employment for young people across the town
S4	Understand the service needs of the community and lobby for their retention and increased provision as necessary.

ENVIRONMENT AND TRANSPORT COMMITTEE

REF	Objective
H1	Develop a Knutsford Heritage Plan
H2*	Work with partners on events and initiatives which celebrate and promote the town's heritage
H3*	Work with partners to implement the management plans and protect the town's Conservation Areas
H4*	Support the protection and retention of the town's built heritage
T1	Develop and implement a Knutsford Active Travel Infrastructure Plan
T2	Work with partners to deliver a cycle path linking The Moor and Parkgate Lane
T3	Promote awareness and use of Public Rights of Way
T4	Work with landowners to introduce additional permissive paths connecting the wider walking and cycling networks

T5	Lobby for improvements to rail services and work with partners to improve Knutsford Railway Station
T6	Lobby for improvements to bus services and improvements to Knutsford Bus Station
T7	Work with Cheshire East Council and Cheshire Police to reduce speeding
E1	Work with partners to develop a Green Spaces strategy for Knutsford
E2	Develop and support the implementation of a Knutsford Community Climate Emergency Action Plan
E3	Continue to work with partners to deliver improvements to the town's biodiversity
E4	Work to protect the Town's trees

EVENTS COMMITTEE

REF	Objective
H2*	Work with partners on events and initiatives which celebrate and promote the town's heritage
C5	Deliver an annual programme of events designed to bring the community together
TC6	Deliver an annual programme of events designed to promote footfall to the town centre

TOWN CENTRE COMMITTEE

REF	Objective
TC1	Develop and implement a Town Centre Masterplan incorporating the objectives of the Town Centre Vitality Plan
TC2	Work with Cheshire East Council to implement the From Top to Bottom Street proposals on traffic movement and parking
TC3	Deliver a programme of initiatives to increase footfall into the town centre
TC4	Develop and implement a Tourism Strategy to increase the number of visitors to Knutsford
TC5	Work with local businesses to ensure they have the skills and resources needed to thrive
TC6	Deliver an annual programme of events designed to promote footfall to the town centre
S5*	Ensure the Council's built assets are financially sustainable with the usage and community benefit maximised

PLANNING COMMITTEE

This committee would not have an action plan, but these objectives fit within the committee's role reviewing all planning applications in the Town.

REF	Objective
H3*	Work with partners to implement the management plans and protect the town's Conservation Areas
H4*	Support the protection and retention of the town's built heritage