

# REPORT TO COMMUNITY COMMITTEE STRATEGIC PLAN UPDATE REPORT AND 2024 ACTION PLAN



**Report Reference** COM-23-15  
**Meeting Date** 4<sup>th</sup> March 2024  
**Agenda Item** 7  
**Prepared by** Town Clerk

---

## 1.0 BACKGROUND

As part of the committee's role in overseeing the implementation of the council's strategic plan, it considers an update report at each meeting outlining progress on delivering the current year action plan.

The Strategic Plan also commits the council to setting its annual action plans by January each year. At the October meeting, the committee deferred approving a 2024/25 plan to the next meeting.

## 2.0 DECISIONS REQUIRED

The committee should

- a) Review the progress on implementing the agreed action plan to date (section three)
- b) Agree an action plan for 2024/25 (draft, section four)

### 3.0 COMMUNITY COMMITTEE ACTIONS REPORT 2023/24 MARCH 2024

A Ref	O Ref	Action	Lead Officer	Target Date	Status	Committee Update
COM9	C8	Investigate and agree a new e-marketing platform to enable the development of improved e-communication channels.	Town Clerk	31/07/2023	Complete	
COM6	C6	Deliver a successful (measured by attendance and feedback from groups) third ReFresh Knutsford community freshers fair.	Communications Officer	02/09/2023	Complete	
COM1	C1	Hold a meeting with Great Places, The Welcome and Cheshire East Council Community Team to understand the known/unknown in relation to access to services within St John's Wood ward.	Town Clerk	30/09/2023	Complete	
COM11	C10	Develop a new regular e-newsletter from the Town Council	Communications Officer	30/09/2023	Complete	First edition issued in January 2024.
COM12	C11	Develop a schedule of existing locations where posters/notices can be displayed to promote activity	Communications Officer	30/09/2023	Started	Will be finalised by 31st March.
COM4	C6	Develop an updated community organisation directory both for internal use and published on the Town Council website.	Communications Officer	30/09/2023	Started	Will be finalised by 31st March.
COM5	C6	Launch a regular community group e-newsletter	Communications Officer	30/09/2023	Complete	
COM7	C6	Increase promotion of the council's grant scheme and alternative funding opportunities with local groups via the community group newsletter	Town Clerk	30/09/2023	Complete	
COM19	S4	Obtain information from Cheshire East Council and local schools on current school places provision and subscription levels	Town Clerk	30/09/2023	Complete	
COM13	C12	Develop a schedule of locations for potential new noticeboards in areas across the town with natural footfall	Town Clerk	31/10/2023	Complete	
COM15	C14	Develop a 'consultation and engagement template' for use when planning engagement	Town Clerk	31/10/2023	Started	Will be finalised by 31st March.

		activity, detailing opportunities for connecting with existing networks and events, developing novel engagement methods and how to reach different stakeholders and demographics.				
COM8	C7	Undertake a gap analysis of the community organisations within the town to identify if there are any areas where new organisations would be beneficial	Town Clerk	31/10/2023		Will be finalised by 31st March.
COM20	S4	Investigate current and potential community usage of the Adelaide Academy Sports Barn	Town Clerk	31/10/2023	Started	Awaiting information from school.
COM14	C13	Create a pop-up "What's On" 'POS' display that can be deployed at events to promote upcoming activity/ general information	Communications Officer	02/12/2023		Will be finalised by 31st March.
COM3	C2	Undertake a consultation with the residents of Longridge on whether the streets should be renamed and ideas for renaming.	Town Clerk	31/12/2023	Delayed	Consultation format agreed. To be programmed for Summer/Autumn 2024 (rescheduled due to priority projects under SPF/COF funding)
COM16	S1	Facilitate joint meetings of stakeholders in connection with the delivery of a new medical centre, leading to an agreed delivery plan.	Town Clerk	31/12/2023	Started	Next stakeholder meeting TBC
COM17	S3	Compile a schedule of existing services and facilities within Knutsford to create a baseline	Town Clerk	31/12/2023		
COM2	C1	Develop a forward plan with stakeholders to further understand issues in relation to access to services in St John's Wood ward and how they will be addressed.	Town Clerk	08/01/2024		Awaiting information from Great Places from their recent community consultation.
COM10	C9	Proactively develop the e-newsletter database to reach 1,500 resident subscribers	Communications Officer	31/03/2024	Started	Currently at 324 on general mailing list.
COM18	S3	Undertake a targeted consultation with young people to understand what services and facilities they would like to have access to.	Town Clerk	31/03/2024		The CEC Community Youth Work Lead for Cheshire East North met with Great Places to discuss a survey of local young people which KTC has fed into. Depending on extent of response, this may meet our need.

COM21	S4	Obtain a clear position from Cheshire East Council on the status of funding for improvements to Knutsford Leisure Centre following changes introduced in their medium term financial strategy	Town Clerk	31/03/2024	Started	Next decision due from CEC at E&C meeting 11/03. Currently no suggestion of investment due to council financial challenges on day to day operational costs.
-------	----	---	------------	------------	---------	---

## 4.0 DRAFT 2024 ACTION PLAN

The following objectives are assigned to the 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
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.

These are discussed further individually below, with some ideas for how the council could work to meet these objectives in the 2024/25 civic year.

### 2.1 C1 – ST JOHN'S WOOD SERVICES

*We will work with Great Places, The Welcome, Cheshire East Council and other partners to ensure those who are in the greatest need have access to the required support to help them achieve their full potential. We'll work to understand what is needed and how we can ensure it is provided.*

Suggested activity for 2024/25:

- Following on from the planned action in the 2023/24 action plan, commence implementation of the forward plan – specific actions to be identified as part of the development of the plan.

### 2.2 C2 – CONNECTING THE TOWN

*We will work to improve the connection between Longridge and the rest of the town, aiming to break down any barriers which exist to all residents feeling part of the Knutsford community.*

Committee suggestions for this objective are specifically sought.

Suggested activity for 2024/25:

- Subject to the outcome of the consultation on renaming Longridge: further develop proposals with the community.
- Council Anniversary '50 things to do' to encourage all residents to explore more of the town

Following meeting with Great Places/Welcome/CEC a more detailed multi-year action plan would be

developed.

### **2.3 C6 – SUPPORTING COMMUNITY ORGANISATIONS**

*We will work to ensure the community organisations, churches and charities which serve Knutsford are well supported, connected and able to continue delivering for the town. We'll help bring groups together to share skill and resource.*

Suggested activity for 2024/25:

- Undertake a community group survey to understand areas where groups need support
- Utilise e-newsletter to support community group communications
- Deliver a successful fourth ReFresh Knutsford community freshers fair (as part of Wellness Week)

### **2.4 C7 – SUPPORTING THE CREATION OF NEW ORGANISATIONS**

*Where a need is identified, we will help establish new community organisations to deliver services for the community and provide the necessary support and guidance to help a group get off the ground.*

Suggested activity for 2024/25:

- Develop a 'setting up a new group' section of the council website to provide guidance on setting up new organisations

### **2.5 C8 – IMPROVING TOWN COMMUNICATION CHANNELS**

*The better connected our community is the stronger it is, so we will work to ensure we communicate more effectively with residents, businesses and community groups and that information on what is happening and available in the community is readily available. We will further work to improve the way we engage the community in our work, seeking to get more people informing the decisions that affect their town.*

This objective is key to the successful delivery of many of the objectives within this plan. It is therefore suggested it be considered a priority objective in the early phases of the plan. Officers will be having a further discussion on ideas to enhance communications.

Suggested activity for 2024/25:

- Issue 12 monthly new and community group e-newsletters
- Trial a public version of the *Week in Brief* bulletin
- Develop the e-newsletter database to reach 2,500 resident subscribers
- Undertake a critical review of the effectiveness of council public consultations in September 2024
- Install a new noticeboard

### **2.6 S1 – PRIMARY MEDICAL CARE FACILITIES**

*We will work with local doctors to support their call for substantial improvement to primary care facilities in Knutsford. This will include lobbying NHS bodies and other relevant*

*stakeholders to ensure they provide the resource and funding necessary to deliver a comprehensive programme of improvements, preferably by delivering a new central combined medical centre.*

Suggested activity for 2024/25:

- Host a community update meeting on the work over the previous 12 months

## **2.7 S2 – PREVENTATIVE HEALTH STRATEGY**

*Our Neighbourhood Plan set an aspiration for a community preventative health strategy; we will work with Cheshire East Council, local NHS bodies and other partners to develop one. The strategy will look to ensure access to the services, support and facilities needed to live a healthier life and will aim to make Knutsford one of the healthiest towns in Cheshire East.*

It is suggested that this form a project for the mid-stage of the strategic plan (c. 2026-28) once more is known of the delivery of the new medical centre.

## **2.8 S3 – SERVICES, FACILITIES AND EMPLOYMENT FOR YOUNG PEOPLE**

*We will firstly work to understand the needs and wants of young people in Knutsford and then work to ensure they have access to a range of appropriate leisure and social activities outside school. We will also work to promote opportunities for appropriate employment and entrepreneurship for young people.*

This will be a multi-year objective, first requiring a clear understanding of desires of young people in the community. Once this is known a more detailed plan for implementation can be developed.

Suggested activity for 2024/25:

- Develop and commence implementation of an action plan following consultation with young people

## **2.9 S4 – COMMUNITY SERVICES**

*We will work to understand the demand for services in Knutsford and where they are not provided locally or insufficient, we will lobby for improvements. This will include:*

- *assessing the planning of school places*
- *supporting the implementation of the Sports Vision Action Plan*
- *lobbying for improvements to Knutsford Leisure Centre*

*We will strive to prevent the loss of community assets and services which are used by the community and do all we can to ensure essential services are retained.*

Further detailed work will be required to plan a programme of actions to deliver this objective.

Suggested activity for 2024/25:

- Compile a schedule of existing services and facilities within Knutsford to create a baseline and identify gaps in provision, developing an action plan to address shortfall