

WELWYN HATFIELD BOROUGH COUNCIL
CABINET – 9 MARCH 2021
REPORT OF THE CORPORATE DIRECTOR (RESOURCES, ENVIRONMENT AND
CULTURAL SERVICES)

CORPORATE PLAN – 2021 TO 2024

1 Executive Summary

- 1.1 This report sets out our Corporate Plan, which sets out the proposed strategic priorities and commitments we will make to our communities for the period 2021-24, and outlines the approach we will take to achieve them.
- 1.2 The council has also worked with our partners to develop a place narrative for Welwyn Hatfield, which articulates what the borough will look and feel like over the longer term.

2 Recommendation(s)

- 2.1 That Cabinet agrees the Corporate Plan as outlined in Appendix A of this report for onward approval by Council for adoption.
- 2.2 Subject to Council's approval, delegated authority is given to Corporate Management Team, in consultation with their respective Executive Member/s, to prepare an action plan and Key Performance Indicators (KPIs) for 2021/22.
- 2.3 That Cabinet agrees the place narrative as outlined in Appendix B of this report and delegated authority is given to the Chief Executive, in consultation with the Leader, to make any necessary further adjustments as outlined in paragraph 3.8.

3 Explanation

Corporate Plan

- 3.1 With the expiry of the 2018-21 Corporate Plan approaching, we began the process of creating a new strategic plan in November 2020, engaging with our communities and stakeholders to establish what was most important to them, what they valued about the area, and what they would like to change or preserve.
- 3.2 We received 1,632 responses to an online survey which ran over four weeks, and held an engagement session with over 40 stakeholders and partners at the 2020 WH Alliance Conference. The results from the engagement were analysed and fed into a series of internal member and officer discussions and workshops with the aim of agreeing our priorities.
- 3.3 The resulting proposals are based around five strategic priorities:
- Attractive and accessible green spaces supporting the borough's wellbeing
 - Evolving, vibrant town centres and a growing economy
 - Quality homes through managed growth
 - A sense of community where people feel safe
 - A well-run council which puts our customers first

- 3.4 Following the adoption of these proposals, officers of the Extended Corporate Management Team will, with their respective Executive Member/s, prepare an action plan and KPIs for 2021/22, setting out what their services will aim to achieve over that financial year.

Place Narrative

- 3.5 In the most recent LGA Peer Review, it was recommended that the council should develop a clear “place narrative” for Welwyn Hatfield, linked to the long term vision which articulates what the borough will look and feel like over the longer term.
- 3.6 The council hosted a workshop in October 2020 involving a wide range of stakeholders and community leaders to seek their views on the creation of a shared vision, looking ahead to 2040 and beyond. The workshop was facilitated by Adam Lent, Chief Executive of New Local, which has extensive experience in this area of work.
- 3.7 The views and feedback gained from the workshop, as well as the survey results mentioned in paragraph 3.2, were used to shape the place Narrative. New Local were able to provide invaluable advice to the council in the development of the narrative, the final draft of which is shown in appendix B.
- 3.8 Once Cabinet has agreed the draft place narrative, the Leader and Chief Executive will write to the stakeholders and community leaders of the borough seeking any further comments they may have, and asking for their support and commitment to promote the place narrative, recognising and adopting it as a shared vision.

Implications

4 Legal Implication(s)

- 4.1 There are no direct legal implications arising from this report. Any that emerge will be picked up in the development of the more detailed action plan for 2021-22.

5 Financial Implication(s)

- 5.1 None directly relating to this report. Any that emerge will be picked up in the development of the more detailed action plan for 2021-22.

6 Risk Management Implications

- 6.1 There are no specific risks relating to the strategy.

7 Security and Terrorism Implication(s)

- 7.1 None directly from this report.

8 Procurement Implication(s)

- 8.1 None directly from this report.

9 Climate Change Implication(s)

- 9.1 Although climate change is not specifically mentioned in this proposal, it does not mean it has ceased to be a priority. In fact, the reverse is true. Our climate emergency declaration means we will have to consider our impact on the

environment in everything we do, and in the full version of the corporate plan we will set out how the protection of our environment is a theme cutting across all our services.

10 Human Resources Implication(s)

10.1 None directly from this report.

11 Health and Wellbeing Implication(s)

11.1 The proposals set out our intention to prioritise supporting the health and wellbeing of our communities.

12 Communication and Engagement Implication(s)

12.1 The proposals set out our intention to engage effectively with our communities in order that we can successfully build services around their needs.

13 Link to Corporate Priorities

13.1 The subject of this report is to set our strategic and corporate priorities for 2021-24.

14 Equality and Diversity

14.1 The proposals set out our intention to ensure our services and facilities are accessible to all. An EqIA was completed in relation to this report and no negative impact was identified on any of the protected groups under Equalities legislation.

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Appendix A - Corporate Plan 2021-24

Appendix B – Place Narrative