

TONBRIDGE & MALLING BOROUGH COUNCIL
OVERVIEW AND SCRUTINY COMMITTEE

17 November 2022

Report of the Chief Executive

Part 1- Public

Matters for Recommendation to Cabinet

1 CORPORATE STRATEGY – CONSULTATION DRAFT

This report introduces a consultation draft of the Corporate Strategy 2022-2025 and seeks a recommendation to Cabinet for it to go out to consultation.

1.1 Background

1.1.1 In February 2022, the Borough Council underwent a Corporate Peer Challenge Review. The resultant report set out a number of observations and suggestions, with the Peer Team setting out a total of 10 recommendations. One of these recommendations related specifically to the Council's Corporate Strategy:

“Co-develop a refreshed corporate strategy, based on resident engagement, with clear outcomes, focussed on delivering for the community – not just finance”

1.1.2 This recommendation reflected the view that the Corporate Strategy was too internally focussed, and set a limited ambition for the borough. As such, the Borough Councils priority should be to create a clear, shared and outward looking corporate strategy with key priorities for the future that supports the delivery of its ambitions.

1.2 Corporate Strategy – Consultation Draft 2022-2025

1.2.1 With the above in mind, the borough council has pulled together a consultation draft of a new Corporate Strategy that demonstrates its ambitions for the borough in a way that is more easily digestible and clearer in its focus (please see Appendix 1).

1.2.2 The Consultation Draft sets out a vision “to be an innovative and forward-thinking council, that leads the borough towards a vibrant, prosperous and sustainable future” and sets out three values: innovation, transformation and delivery.

1.2.3 There are four priorities set out in the strategy:

- Efficient services for all our residents, maintaining an effective council
- Sustaining a borough which cares for the environment

- Improving housing options for local people whilst protecting our outdoor areas of importance
- Investing in our local economy

1.2.4 Each of these priorities involves a series of priority actions that are set out in the document.

1.3 Next Steps:

1.3.1 Subject to approval, the council will undertake community engagement in order to gather the views of local residents and businesses and to help shape the final version of the document.

1.3.2 A short and simple survey has been drafted for the community consultation which asks a handful of questions as set out in Table 1:

Contextual Questions:
Where do you live?
Overall, how do you feel about the area that you live in? Please explain.
Vision:
Our vision is "to be an innovative and forward-thinking council that leads the borough towards a vibrant, prosperous and sustainable future". Do you agree with this vision? Please explain.
Values:
Do you think our values of Innovation, Transformation and Delivery are the right ones for the borough? Please explain.
Priorities:
In what order would you rank the priorities set out in this strategy? (the most important to you being at the top, and the least important at the bottom). Please explain.
Are there any measures missing from our strategy that you think could help the borough council meet its priorities? if so, please explain.
Miscellaneous:
Are there any other comments you would like to make about this strategy?

Table 1: Consultation Questions.

- 1.3.3 It is currently envisaged that this consultation will take place over a four-week period during Winter 2022-23, and will be promoted via our partnership networks as well as our website and social media channels, with signposting to the survey.
- 1.3.4 Once consultation responses have been gathered, these will be used to inform any amendments to the Corporate Strategy. The process for ultimately agreeing the Corporate Strategy is subject to the Budget and Policy Framework Procedure Rules (as set out in the Constitution). The consideration of the feedback from public engagement by Cabinet will need to take place at least 2 months before the Corporate Strategy is to be adopted in order to give time for consideration by Overview and Scrutiny Committee, before ultimately going back to Cabinet and then Council.
- 1.3.5 In addition, once this document has been finalised, it will be important to develop an annual action plan setting out key measures to help deliver the strategy.

1.4 Legal Implications

- 1.4.1 The matters raised in this report are considered to be routine, uncontroversial or not legally complex and a legal opinion has not been sought on these proposals.

1.5 Financial and Value for Money Considerations

- 1.5.1 None arising directly from this report.

1.6 Risk Assessment

- 1.6.1 Not applicable.

1.7 Equality Impact Assessment

- 1.7.1 The decisions recommended through this paper have a remote to low relevance to the substance of the Equality Act.

1.8 Recommendations

- 1.8.1 Members are requested to **RECOMMEND** to Cabinet that the Corporate Strategy Consultation Draft at Appendix 1 be approved.

Background papers:

Nil

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