

**SHREWSBURY TOWN COUNCIL
FINANCE & GENERAL PURPOSES COMMITTEE
11 JULY 2022**

Officer: Helen Ball – Town Clerk

VISIONING EXERCISE

Purpose of Report

- (i) To update the Committee on the Planned Visioning Exercise as agreed by Council in September 2021
- (ii) To set out a timetable for delivery
- (iii) To task the Town Clerk & Deputy Town Clerk with the development of a Visioning Exercise with reference to the Group Leaders

Introduction

In September 2021, the Town Clerk set out a process of establishing a Strategic Plan for the Town Council to develop a shared aspiration that would take the Council through to the first year of a new electoral term.

A similar exercise had been undertaken in 2017 using an external facilitator but, for a number of reasons the process wasn't concluded.

Discussions have taken place with the Group Leaders around how an exercise could be facilitated in house by the Town Clerk and Deputy Town Clerk, gathering not just members' thoughts and aspirations but also those of staff and key external stakeholders and the public.

This kind of process would assist in the Town Council being able to communicate and realise its ambition, be in a better position to seek external funding and prioritise both its revenue and capital financing and work with partners and the community to prioritise town aspirations.

Visioning Exercise

The Council undertook a Visioning Exercise after the 2017 Elections that was facilitated by an external consultant, but it failed to achieve the necessary buy in from members. Following a discussion with Group Leaders, the plan was for the Town Clerk & Deputy Town Clerk to pull on their previous experiences of developing and facilitating Visioning work and undertake the project in house. This would involve various aspects:

- Sessions with elected members on the core elements of a Strategic Plan – Vision, Mission, Values & Behaviours, SWOT and PESTLE analysis, facilitate the Visioning Exercise in-house.
- Follow-up sessions to establish Corporate Priorities and Key Objectives of the Council
- Staff Engagement to identify any workforce aspirations
- Stakeholder Session to capture any thoughts fellow stakeholders and partners have about how the Council could operate more effectively and efficiently in the future develop the plan.

These sessions would best work as physical workshops. For this to work effectively it would require all members commit to active participation, come with an open mind and that all suggestions are tabled for consideration.

Proposed Timetable

A proposed timetable is set out below

Date	Action	Person
July 2022	Meet with AM/RW to set visioning parameters	HB/AS
	11 July 2022 Outline paper to F&GP	HB/AS
August 2022	Meet with Group Leaders to outline Vision, Mission, Values and Behaviours to take forward to a Visioning Exercise	AM/RW/JD/AP/HB/AS
September 2022	5 September 2022 Full paper to Full Council for approval to include a proposal for public consultation	HB/AS
	Visioning exercise for Councillors	All Councillors/ HB/AS
	Visioning exercise for staff	Staff representatives/HB/AS
	Visioning exercise for stakeholders	External stakeholders/ HB/AS
	Public consultation on visioning	HB/AS
October 2022	Processing and assimilating feedback	HB/AS
November 2022	14 November 2022 Vision, Mission, Values and Behaviours presented to Full Council for approval	HB/AS
	Strategic plan, vision, mission statement etc communicated to staff	HB/AS
	Strategic plan, vision, mission statement etc communicated to public	HB/AS
November 2022	Budget/Action Plan for 2023/24 drafted	HB/AW
December 2022	Budget/Action Plan for 2023/24 finalised	HB/AW
January 2023	9 January 2023 Draft Budget/Action Plan presented to F&GP for noting	HB/AW
	23 January 2023 Draft Budget/Action Plan presented to Full Council for approval	HB/AW

RECOMMENDATIONS:

- (i) That the contents of the report are noted.
- (ii) That the plan for the Visioning Exercise is agreed.
- (iii) That the Town Clerk & Deputy Town Clerk prepare more detailed proposals in consultation with the Group Leaders for submission to Full Council in September