



Stanway

Parish Council

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Corporate Governance Review – Agreement regarding Stage 1 – Vision (3-5 year strategy)

After discussion at CG Meeting 12th May 2021, it was agreed that some housekeeping of the process was needed.

The Clerk will report back to CG Committee with a Time Schedule/To Do List regarding the 4 stages that were not considered necessary

1. Strategy/Vision(3-5 years)
2. Objectives/Activities
3. Budget (annual Plan)
4. Policies to support.

The first stage, the long term and overarching Strategy/Vision/“Mission Statement” of Stanway Parish Council is being presented to Full Council to **DISCUSS** and **AGREE**, factoring in as many future proofing contingencies as possible (but with the understanding that this is a “live” strategy which can be periodically brought back to Full Council for review).

Is this the 3-5 year Vision?

Extract from Corporate Governance Committee 11th March - Supporting Papers

Vision

A simple, often-used example of a vision for a council is “**To (help) make Stanway a great place to live, work and visit**”. The word ‘help’ has been inserted because SPC is one of many service and facility providers in the Parish, all of whom should be contributors to that vision.

That could be developed to read “**To help, in cooperation and coordination with others, make Stanway a great place to live, work and visit**”.

Another example is “**To provide high quality amenities and services to the residents of Stanway**”.

Some organisations are tempted to use hyperbole to quantify their aspirations, such as use of the phrase “world-class”. That seems too intangible, in all probability totally impossible to prove and risks ridicule. By the same token, use of words like “Good” may attract criticism as lacking in ambition, even if that description is more in line with a realistic assessment of the Council’s capabilities.

Stanway Parish Council

Strategic Objectives

This component is probably easier to define because the Parish Council, as stated above, is a provider of facilities and services, knows the extent of its budget and has a good awareness of its limitations. Using one of the vision statements, these are some suggestions.

The Parish Council's Vision is to help, in cooperation and coordination with others, make Stanway a great place to live, work and visit.

To that end, it will....

- **Provide high quality services and amenities**, independently or in partnership, which provide a tangible benefit to our community in enhancing their physical and mental wellbeing.
- **Continue to be financially responsible**, ensuring prudence in spending public funds whilst maintaining sufficient reserves to fulfil future obligations and to meet unexpected costs.
- **Develop and pursue an environmental-friendly policy** which will minimise the Council's environmental impact, for example, by reducing waste and using green energy.
- **Stay Local**, using local contractors and suppliers as much as possible whilst ensuring good value for public money.
- **Maintain full compliance** with all regulatory and statutory obligations which apply to local councils.

Does the 3-5 year Plan allow the following?

Extract from email provided by Cllr Cotter, 12th February 2021 as requested by Corporate Governance Committee during February 11th 2021 Meeting

Suggest we need 5-10 x strategic objectives/themes (CBC use 5 x strategic themes, each with 3 x priorities per theme) and our strategy and plans need to be **SMART**:

Specific. This means that objectives must be clear, for example it must state that a business needs to make more profit, reduce waste, reduce environmental impact, increase sales.

Measurable. A business must be able to measure whether they have met an objective. A business needs to specify an amount. For example, a business may want a £10,000 increase or a 25% decrease.

Agreed. Stakeholders in a business must agree about their objectives, this will give objectives a much better chance of succeeding. This is where committee chairs are involved in the process.

Realistic. Objectives must be realistic for the size and scale of the business. For example, a small café wouldn't have an objective to make £1 million profit.

Time-bound. Objectives must have a time limit, for example 6 months or 1 year.

Stanway Parish Council

Strategic Themes - I've sort of clumped them into 5 areas and they are in no particular order, other than perhaps the first one which is the reason for all this.

- Provide services and amenities to the parish that are fit for purpose (based on size of parish, anticipated growth), provide a tangible benefit to the community, enhance physical and mental wellbeing of parishioners, are of a high standard, etc.
- Financially responsible, value for money, prudent, spending public funds, sufficient reserves to meet unexpected costs, etc.
- Green, minimise environmental impact by: reducing waste, using green energy where possible, sustainable, etc.
- Local, use local services, contractors, shop local, stay local whilst continuing to get fair value for the community, etc.
- Compliant with all our regulatory and statutory obligations, etc.

Future Proofing Considerations

– is SPC committed to any of these areas also?

- Consulting with residents
- Interest in health and wellbeing agenda
- Climate crisis/environmental issues
- Youth engagement
- Consideration of inclusivity and diversity issues
- Transport/Housing/Education – should these issues be incorporated under a committee?
- History/Natural asset preservation – is this important?
- What is the age demographic of Stanway – should the Council be focusing on this eg., elderly?