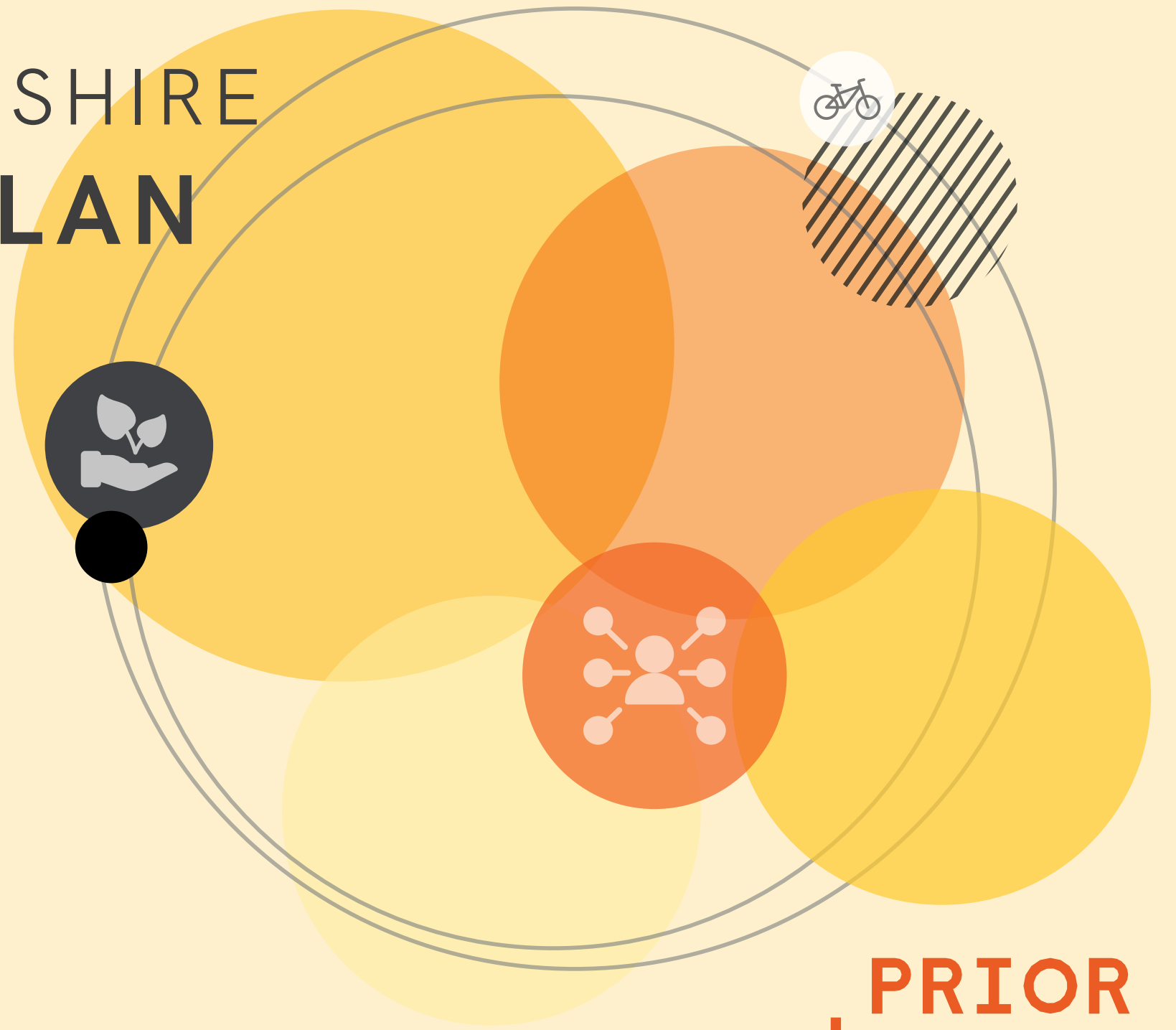


SOUTH WEST HERTFORDSHIRE JOINT STRATEGIC PLAN

JSP VISION: ENGAGEMENT PLAN

JUNE 2021



**PRIOR
+ PTNRS**

OVERVIEW

INFORMATION FOR REVIEW

JSP Vision Objectives

An overview of the objectives we are seeking to achieve under the JSP Vision process.

JSP Vision Target Audience

An overview of the different headline stakeholder groups we expect to engage through the JSP process

JSP Vision Approach

An overview of our approach, process and key milestones that will be followed in preparing the vision

JSP Vision Engagement Periods

A summary of each engagement with further detail on who and how we will engage

FEEDBACK SOUGHT

JSP Vision Objectives

Do we agree with these objectives? Are there any others that should be added?

JSP Vision Target Audience

Do we agree with the target groups identified? Are there any headline groups missing that should be engaged with the vision?

JSP Vision Approach

Do we agree the approach is appropriate for the stakeholders identified? Will this approach allow us to achieve the objectives and milestones set out?

JSP Vision Engagement Periods

Do we consider the broad structure and approach to each engagement period is appropriate?

APPROVALS REQUESTED

Approval

To commence the JSP Vision process as per the approach presented.


Key Dates


Approval will be sought from the JSP Steering Group on 14th June 2021


Approval will be sought from the JSP SPMG and SG in July 2021


JSP VISION OBJECTIVES


Feedback sought: Do we agree with these objectives? Are there any others that should be added?


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-  **Create** Create a clear, shared, concise Vision that is a statement of the JSP's realistic and deliverable aspirations for our place, people and economy, which improves the lives of all our residents, communities and businesses


 -  **Unite** Unite stakeholders through a shared sense of direction.

 -  **Guide** Guide the future strategy and policy developments of the JSP, and to enable more effective delivery of integrated interventions that better serve the current and future needs of residents, communities and businesses

 -  **Align** Align efforts and reduce duplication of the authorities and partners in order to anticipate change, and better plan for it.

 -  **Articulate** Articulate the intended character of South West Herts, based on current trends and trajectory of key data such as that related to population and economy.

 -  **Challenge** Challenge how South West Herts responds to growth and change in the future in a sustainable way.

 -  **Champion** Build momentum through champions and advocates across authorities and stakeholders.

JSP VISION TARGET AUDIENCE

Feedback sought: Do we agree with the target groups identified? Are there any headline groups missing that should be engaged with the vision?

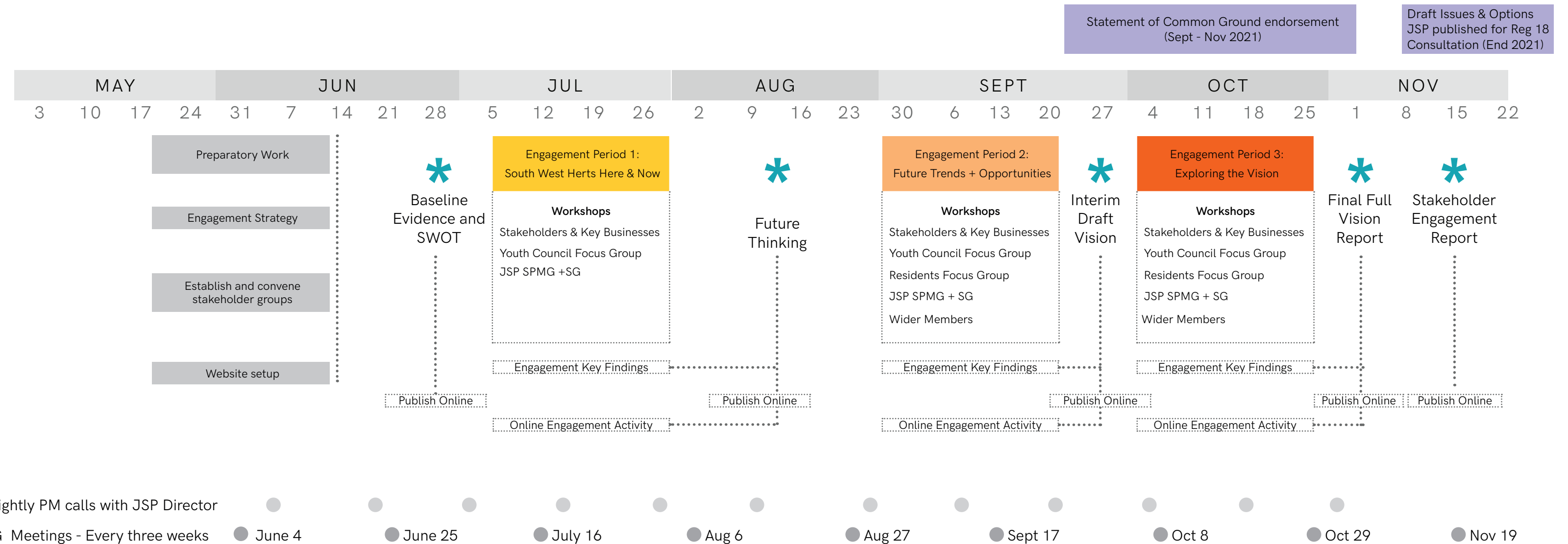
<p>Stakeholders and key Businesses 1 x Group 60 Participants JSP representative to convene</p> <p>This group will be a crucial point for joint exploration and challenge. It will provide opportunity for a range of stakeholders and businesses from a variety of organisations and backgrounds to meet. With JSP Council representatives also attending and facilitating it will ensure relationships are built and established from the outset.</p> <p>Target equal representation from each authority area.</p>	<p>Youth Focus Group (18-25yrs) 1 x Group 20 Participants JSP representative to convene</p> <p>South West Herts has a strong network of youth councils convened by HCC YCH Services for Young People. Tailored and targeted youth engagement will enable the SW Herts authorities to gather insight from those who will likely have the longest lived experience of the 2050 vision and be able to offer different perspectives to most stakeholders.</p> <p>Target equal representation from each authority area.</p>	<p>Residents Focus Groups 1 x Group 40 Participants JSP representative to convene</p> <p>The 'South West Herts - Your Future', engagement programme has already identified many residents who have expressed an interest in following and supporting the development of the JSP. Committing to further outreach is critical but this should remain targeted so as not to result consultation fatigue under the statutory Reg 18 and 19 consultation periods for the plan.</p> <p>Target equal representation from each authority area.</p>	<p>JSP Strategic Planning Members Group (SPMG) and Steering Group (SG) 1 x Group Already convened</p> <p>The SPMG will be a Member led cross-authority group that will provide overall direction for the JSP while scrutinising the work of the SPOG. This executive group will represent and make key decisions on behalf of the primary partner organisations in accordance with organisational constitutions, which will effectively enable the programme to move forward.</p>	<p>JSP Strategic Planning Officers Group (SPOG) 1 x Group Already convened</p> <p>The SPOG will support the full-time staff and consultants to deliver the JSP, reflecting the approach to strategic planning that has been agreed between the local authorities under a MoU. The purpose of this cross-authority group is to define and enable the delivery of all cross boundary activity, overseeing programme progress from a strategic and operational perspective.</p>	<p>Council Members Per Authority Already convened JSP representative to engage</p> <p>While targeted engagement and sign off will be sought through the SPMG it will be important that additional outreach is undertaken to engage Members not sitting on the SPMG. The wider group of members across each authority will become important champions and advocates for the vision.</p>
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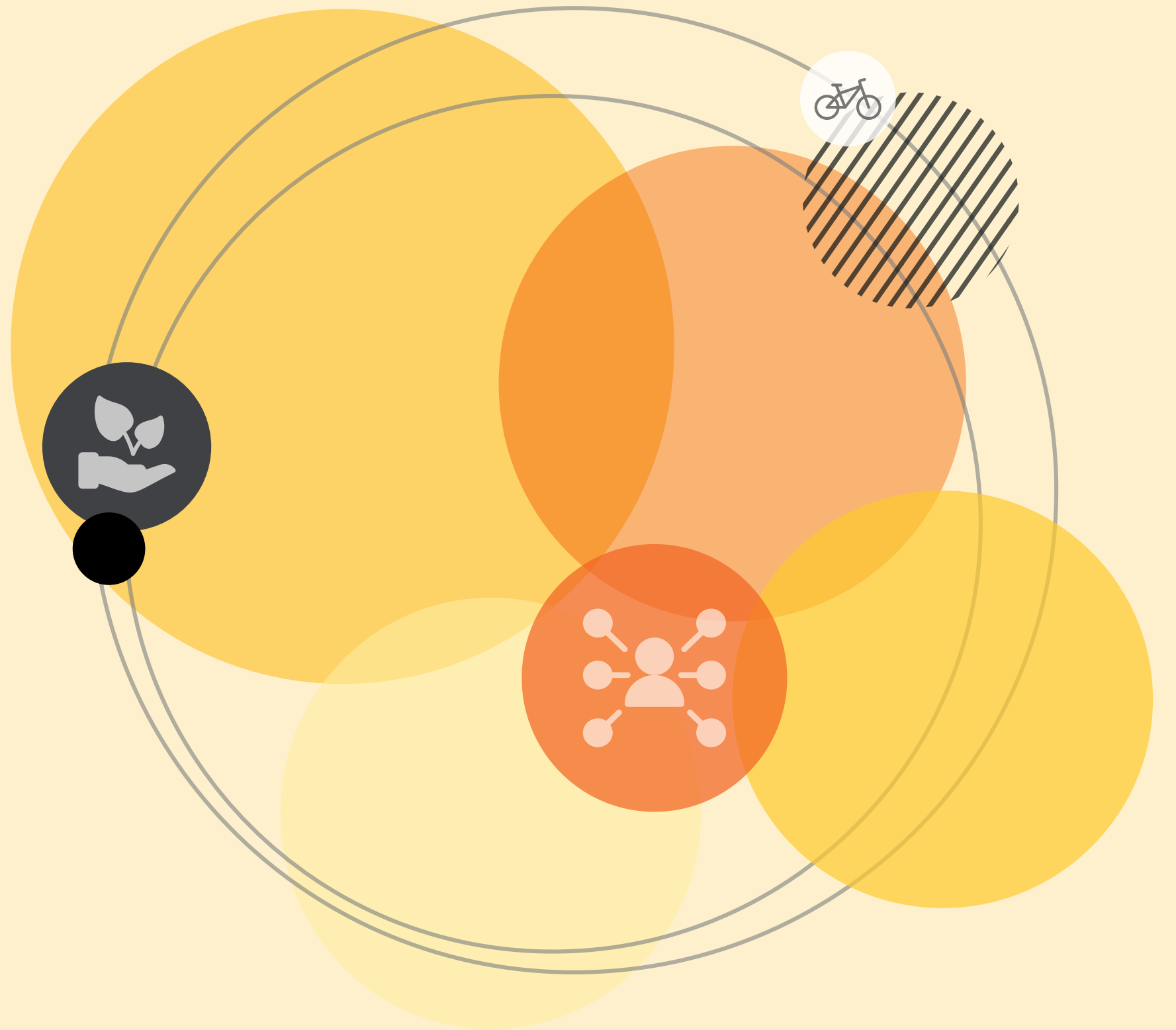
↑ _____ ↑
 ENGAGEMENT ACTIVITIES LED BY PRIOR+PARTNERS AS APPOINTED VISION CONSULTANT

↑ _____ ↑
 ENGAGEMENT ACTIVITIES LED BY JSP REPRESENTATIVE

JSP VISION APPROACH

Feedback sought: Do we agree the approach is appropriate for the stakeholders identified? Will this approach allow us to achieve the objectives and milestones set out?





Simon Mattinson

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