

**Public**  
**Key Decision - No**

## **HUNTINGDONSHIRE DISTRICT COUNCIL**

<b>Title/Subject Matter:</b>	Huntingdonshire Place Strategy Update
<b>Meeting/Date:</b>	Overview & Scrutiny (Performance & Growth) 3 January 2024
<b>Executive Portfolio:</b>	Cllr Sarah Conboy, Executive Leader, Chair of The Cabinet and Executive Councillor for Place
<b>Report by:</b>	Neil Sloper, Assistant Director (Strategic Insights & Delivery)
<b>Ward(s) affected:</b>	All

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### **Executive Summary:**

The report seeks engagement and critical thinking from the panel, to help shape and launch the Festival of Place, a celebration, supporting the delivery of Huntingdonshire Futures, the 20–30-year vision for Huntingdonshire.

### **Background**

Huntingdonshire Futures is a statement of shared aspirations for the future that seeks to improve the lives of all our residents, communities, and businesses. The project is bigger than the Council in isolation, sitting separately from the HDC Corporate Plan presenting a strategy for place. The headline ambition of Huntingdonshire Futures is to help transform the culture by encouraging embedded partnership working and to enable our partners to work “differently together”. The project will help shape the future of Huntingdonshire over the next 20-30 years.

Adopted in March 2023, Huntingdonshire Futures was the culmination of many months of engagement with residents, partners, elected representatives and other stakeholders. The Strategy describes a brighter future for Huntingdonshire via five journey themes; Pride in Place, Environment Innovation, Inclusive Economy, Health Embedded and Travel Transformed.

The Council’s own Corporate Plan seeks to ensure the Council works to **influence, enable, and contribute** to delivering a place with the highest possible quality of life. **‘Working together’** is a key principle for the Council, as the challenges we face can only be solved through working collaboratively and the responsibility is not the Council’s alone.

The project to support Huntingdonshire Futures to transition from vision and strategy into actions co-created and co-designed with our partners, stakeholders, businesses, and communities is part of this approach, only by working with people can we make sure Huntingdonshire is a place where our communities can have a good life taking advantage of all opportunities.

Huntingdonshire Futures aims to guide not only the Council's future strategy, policy developments and investment decisions, but those of our partners. It seeks to enable different ideas and solutions of working together on effective delivery of integrated interventions that better serve the current and future needs of residents, communities, and businesses.

### **The context of this current activity.**

Since adoption of the Place Strategy, the project has moved into a staged delivery phase, aimed at delivering Huntingdonshire Futures. Stakeholders have been encouraged to help form steering groups which will lead to action planning and project delivery.

The current project phase is still concentrated on establishing effective steering groups for each journey theme, accompanied by a governance framework, moulded to each steering group's individual needs.

The Council's commitment to pro-actively work with partners and stakeholders throughout 2023/24 has resulted in a step-change of project resourcing, to help support these new ways of working. This Step-change also included the creation of a "Festival of Huntingdonshire" to coincide with Huntingdonshire Day and The Council's 50<sup>th</sup> Anniversary of creation and the 40<sup>th</sup> Anniversary of when the Council was named Huntingdonshire District Council. All these landmark dates occur throughout 2024.

The opportunities described, underpin the Celebration of Huntingdonshire work, and provide multiple opportunities for our communities and interested parties to engage by demonstrating their support for Huntingdonshire aligned with the narratives of the project to date.

### **RECOMMENDATION**

The Overview and Scrutiny Panel is invited to engage and provide critical thinking, by means of an open discussion, helping shape how we can best support this opportunity when considering the Council's Enable, Influence and Do narrative. The panel are invited to help us understand how we can help amplify the message into our communities. The Panel would be welcomed to express how members can help shape these opportunities beyond this session, whether by a dedicated workshop or other activity which could further enhance the outcomes described as part of a Festival of Place.