

Public
Key Decision - No

HUNTINGDONSHIRE DISTRICT COUNCIL

Title/Subject Matter: Huntingdonshire Place Strategy Update

Meeting/Date: Overview & Scrutiny (Performance & Growth)
11 July 2024

Executive Portfolio: Cllr Sarah Conboy, Executive Leader, Chair of
The Cabinet and Executive Councillor for Place

Report by: Neil Sloper, Assistant Director (Strategic Insights
& Delivery)

Ward(s) affected: All

Executive Summary:

The report seeks comment from the panel, reflecting the progress since an update was last brought to panel in October 2023. This followed the adoption of the shared Place Strategy for Huntingdonshire, known as Huntingdonshire Futures, which was approved by Council in March 2023.

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. By encouraging embedded partnership working, the project will shape the future of Huntingdonshire over the next 20-30 years. The strategy consists of five journey themes; Pride in Place, Environment Innovation, Inclusive Economy, Health Embedded and Travel Transformed.

Progress since October 2023

Huntingdonshire Futures has continued to develop its approach since October 2023.

In Inclusive Economy, an engaged group of stakeholders has been established, including a Chair. The Huntingdonshire Futures team are working with the Economic Development team to support, including regular check-ins with the Technical Lead and the Chair to define mutual goals. This also allows HDC to provide an element of leadership, which has been requested by the group. Contextual measures data has been shared with the group to support decision making, and has been used to prioritise areas of action. The development of the

group has allowed learning and the creation of a model that can be adapted for other Journeys.

In Health Embedded, shared priorities were agreed based on the strategy, but reorganisations meant the loss of the Chair, and there was a lack of availability from members to attend meetings. Corporate Director (People) Oliver Morley has taken over as Technical Lead, and has begun to drive forward with a focus on the development of the Community Health and Wealth Building approach. The Health Embedded journey will support this. The group also allows a space for connecting across the sector to create maximum impact.

In June, a launch event for the Environmental Innovation journey was held with over 45 stakeholders and partners attending. Learning from the two previously launched journeys was used to develop a new approach – bringing together a broader group of stakeholders at the beginning to establish what's already happening, and what they would like to see happen in Huntingdonshire. This focused on the "What If's" from the strategy. The output from this event will be fed back to attendees and stakeholders, and used to inform a steering group so they are able to start with an initial direction.

The Travel Transformed and Pride in Place journeys have not yet begun, and will likely take different shapes from the current three. The staggered programme of work has allowed active learning and iteration of approach, to ensure sustainability.

In May, the Huntingdonshire Futures grant scheme, which emerged from engagement with Members and stakeholders on a 'celebration of Huntingdonshire', was launched. It has received 28 applications at the time of writing, and successful applications from the first panel meeting in June are now being processed.

The current phase of Huntingdonshire Futures is concentrated on flexing our approach based on lessons learned, and looking to focus on deliverables.

RECOMMENDATION

The Overview and Scrutiny Panel is invited to comment on the approach and progress made so far by the Huntingdonshire Futures project. The Panel's input is welcomed, to help inform how the project continues to scale up its activities over the coming months. The Panel's input is also welcomed on how Members can get involved.