

Huntingdonshire Futures

6-month update

Overview and Scrutiny 11/7/24

Agenda

- Background
- Hunts Futures and the Corporate Plan
- Highlights to date
- Looking forward
- Journey summaries
- Celebration of Huntingdonshire
- Outcomes so far
- Lessons learned
- Timeline summary
- Our goals for 2024
- Upcoming opportunities for involvement

Background

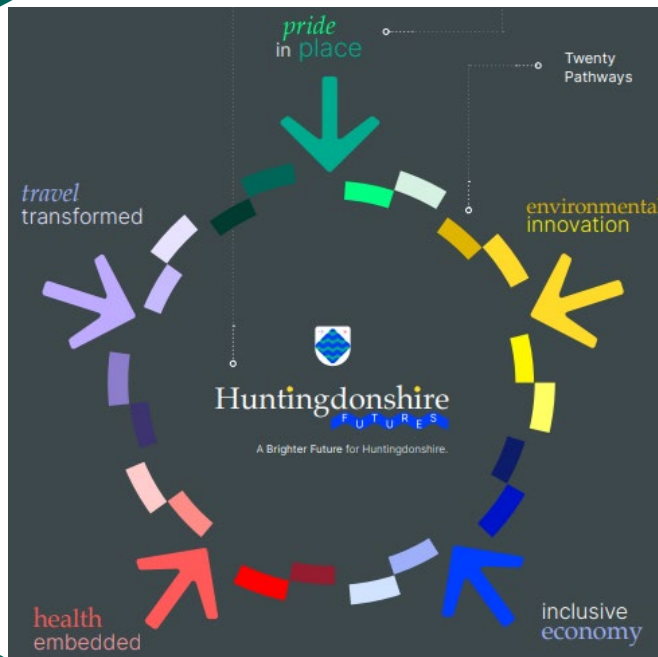
- In 2022 Huntingdonshire District Council engaged in the widest consultation in Huntingdonshire's history.
- This established Huntingdonshire Futures, our strategy for place.
- 5 journeys were identified, 2 have been prioritized and launched with Steering Groups – Health Embedded and Inclusive Economy.



Hunts Futures and the Corporate Plan

"Formally engage with relevant stakeholders, residents and businesses to explore how place strategy priorities are transformed into practical delivery."

Huntingdonshire Futures



HDC's Response To Huntingdonshire Futures

Do
Enable
Influence

Corporate Plan

Priority 1 - Improving quality of life for local people



Improving the happiness and wellbeing of residents



Keeping people out of crisis



Helping people in crisis

Priority 2 - Creating a better Huntingdonshire for future generations



Improving housing



Forward-thinking economic growth



Lowering carbon emissions

Priority 3 - Doing our core work well



Delivering good quality, high value-for-money services with good control and compliance with statutory obligations

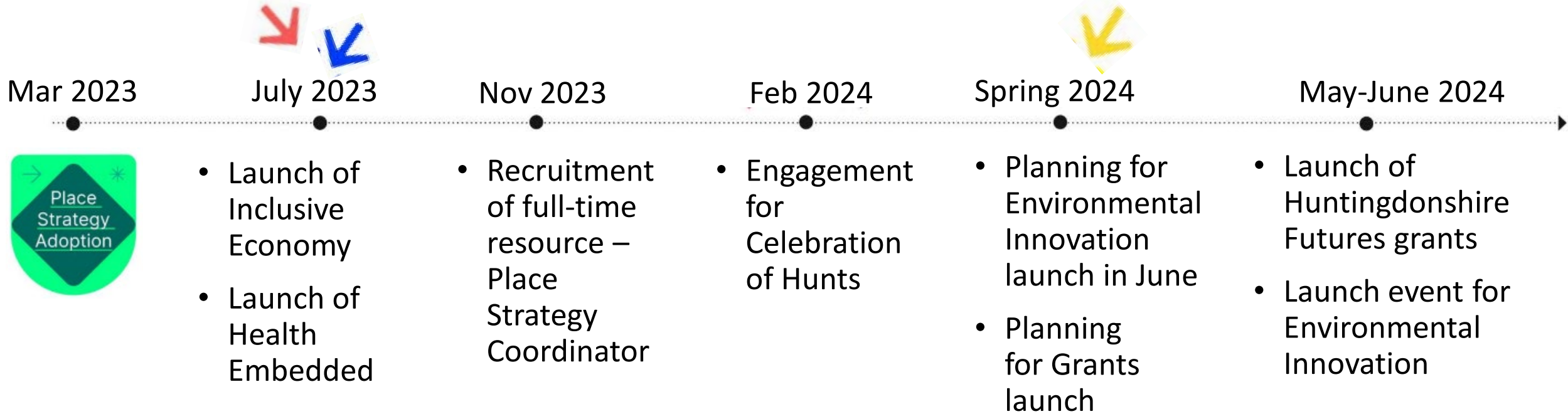
Attracting external Partners to co-create delivery



Approach

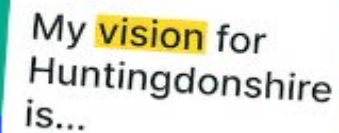
- Working together differently – bringing people together
- No model or playbook to work from, developing our approach
- Staged approach to manage effort, pilot, learn and develop
- Shift from consultants to support when/if needed
- Introduce resource recognising level of co-ordination and support HDC needs to provide upfront
- Agile – the group members have changed and will change, active management
- Participative – Enable and Influence, not Do
- Collaborative
- Work to identify priorities consensus based on evidence

Milestones to date



Looking forward

- Delivery of Huntingdonshire Futures grants
- Establish Environmental Innovation Steering Group
- Structured project management and governance
- Planned outputs for journeys



My **vision** for
Huntingdonshire
is...



What
if...



I dream
of a place
where...

inclusive economy

- Launched July 2023
- Established permanent Chair and engaged and willing group (7 meetings)
- Group invited HDC leadership to expedite
- Created relevant data sets to inform decision-making and measure impact
- Developing model for moving into action

External attendees include:
**CEO, Founder of CIC,
Assistant Director at
CPCA**

Hours given: **45+**

Partners



Cambridgeshire
Chambers of
Commerce



Huntingdon First
A BID Huntingdon brand



**CAMBRIDGESHIRE
& PETERBOROUGH**
COMBINED AUTHORITY



health embedded

- Established steering group with appointed chair
- Group agree priorities based on the strategy
- Loss of chair and members requiring reset
- Corporate Director (People) Oliver Morley replaced Paul Fox as technical lead
- Looking at opportunities to embed health in what we already do

External attendees:
Director of Strategy and Development, Managing Director

Hours given: **25+**

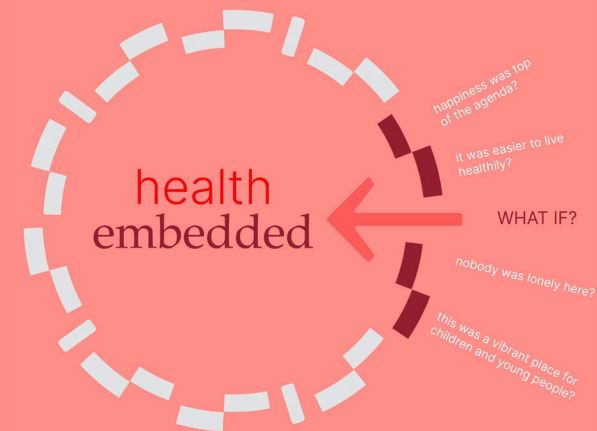
Partners



North West Anglia
NHS Foundation Trust

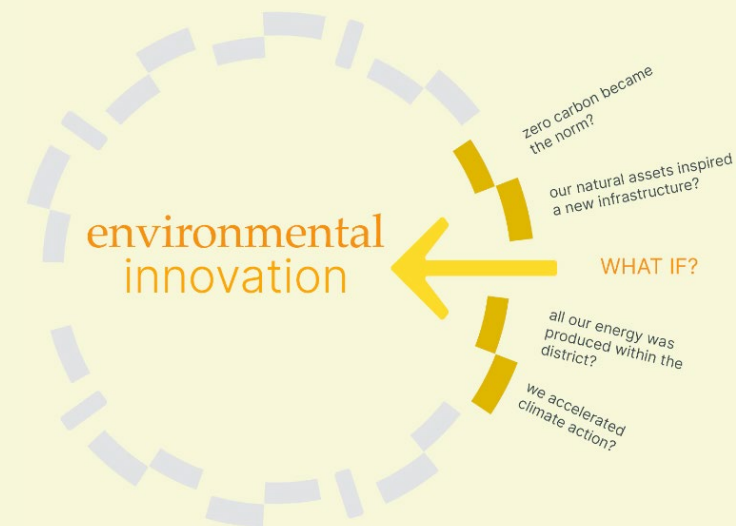


Cambridgeshire & Peterborough
Integrated Care System



environmental innovation

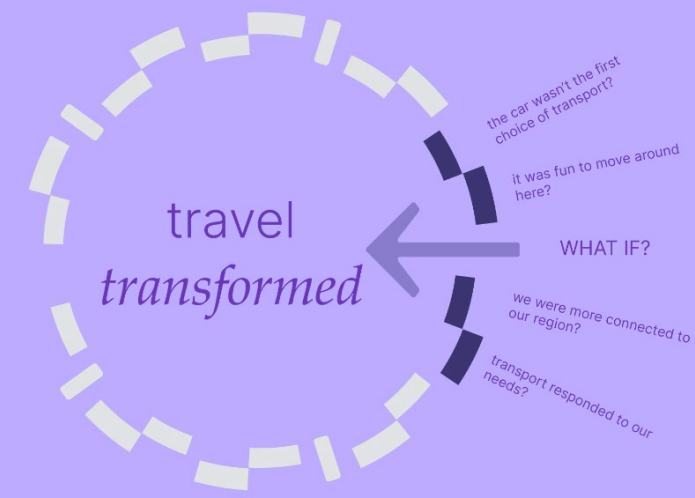
- Launch event delivered in June 2024 with broad group of stakeholders
- Developing a different approach using lessons from previous journeys
- Broad group -> prioritise -> smaller group with mandate
- Potential new model for launching a journey
- 45 stakeholders attended, 3-hour launch event
- Discussed what's already happening, ambitions for future looking at impact and effort, using the What If's as a basis to reconnect people with the strategy
- Next step is to establish steering group



travel *transformed*

- Linking directly to UKSPF
- Secure community partners as we develop the strategy and see if it works well
- Different approach based on learning and realistic goals
- Longer-term – challenge group for Hunts

Partners



pride in place

- Revisit in 6 months
- Under discussion about how best to take forward
- Strong themes related to this came out in Celebration of Hunts engagement
- Legacy of PR and case studies from Celebration work





Celebration of Huntingdonshire - grants

- Purpose: Enable community action, celebrating Huntingdonshire, and bringing Huntingdonshire Futures to life
- Engagement: Member workshop; Town and Parish councils; Voluntary, Community & Social Enterprise organisations
- Huntingdonshire Futures grant scheme, connected with Community Chest
- Announced 25th April (Huntingdonshire Day)
- Launched May 15th

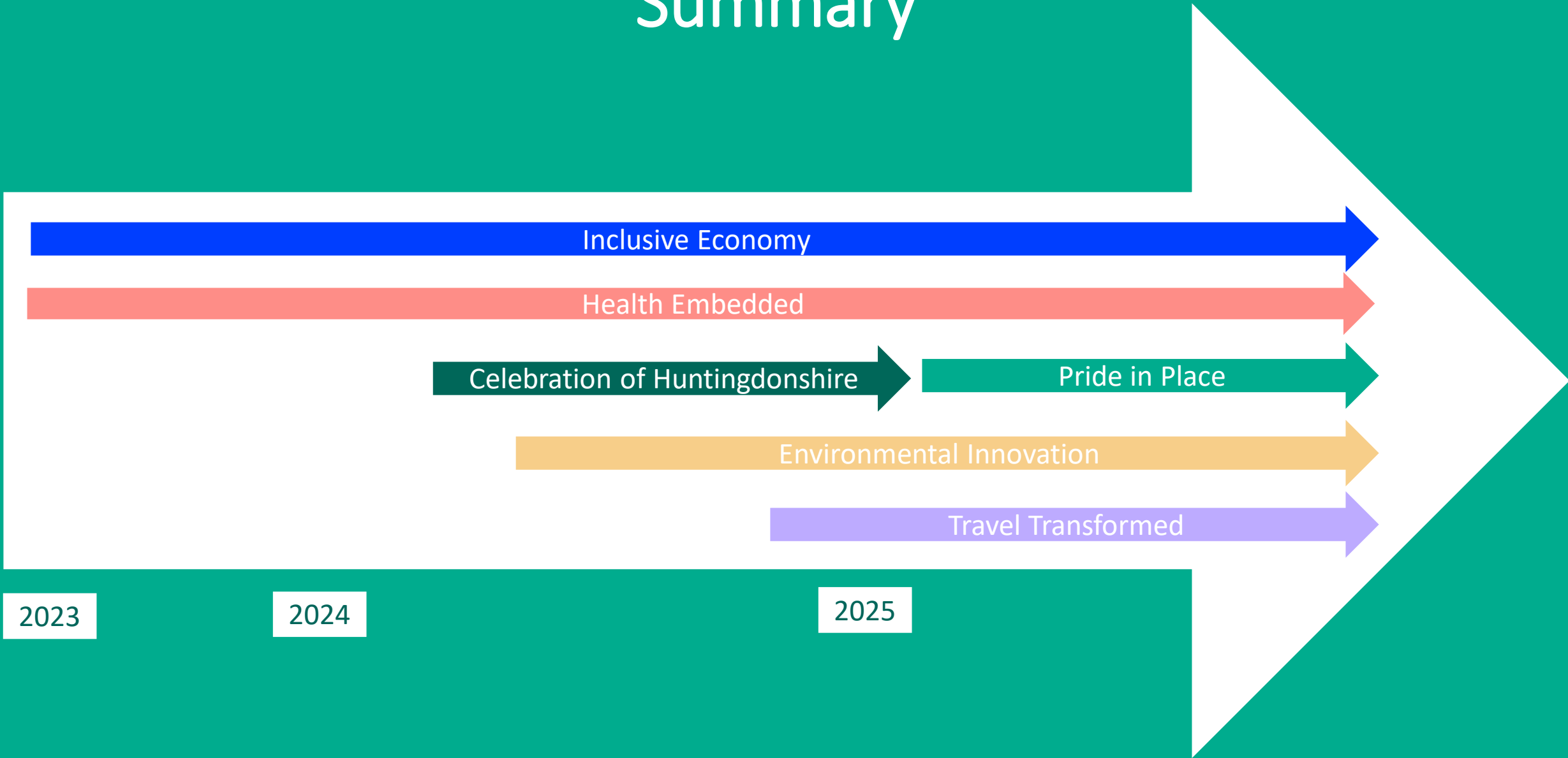
Outcomes so far

- Hunts Futures Grants co-designed by 38 external contributors including 18 Town, Parish and District representatives, 16 organisations and 114 hours contributed. Also HDC Members session attended by 10+ Cllrs.
- Over 70 hours of time contributed from partners to shape and prioritise journeys in Steering Groups, representing more than 10 external organisations.
- Introducing a data-led approach using contextual measures for each journey
- Development of connections and opportunities e.g. potential piloting in Huntingdonshire due to CPCA representation on steering groups

Lessons learned

Observation	Key learning
Expectations of HDC's role are different than originally envisaged	<ul style="list-style-type: none">• Gave time and space to self-create but groups look to HDC for leadership and input• Required role is to drive, support and signpost – not just convene and enable• Requires significant capacity to deliver this
Journeys need to be given a problem definition and helped to prioritise action	<ul style="list-style-type: none">• Doing this early on means they can begin to direct themselves• Need to present a suggested model e.g. prioritise, data, determine problem/location, pilot project business case, ask for/identify funding opportunities
Need to be responsive to elements outside our control	<ul style="list-style-type: none">• This takes time and energy• One Chair was lost suddenly and unexpectedly, work then had to be done to support that group

Summary



2023

2024

2025

Our goals for 2024

- Ensuring current journeys are supported and focused
 - Inclusive Economy - undertaking activity under 3 identified priorities
 - Health Embedded - supporting Community Health and Wealth strategy
 - Environmental Innovation - Establish steering group using priorities from launch event
 - Pride in Place - develop plan for journey after grant scheme delivery
 - Travel Transformed - stakeholders to inform active travel work
- Enable steering groups – use our budget as appropriate
- Hunts Futures grants – demonstrating the difference funding can make, enabling and influencing, generating positive comms
- Revisit the ambitions of key organisations, including HDC

Upcoming opportunities for Member involvement

Previous engagement:

- Really valuable in developing Celebration of Hunts
- Members asked for a workshop
- Delivered community engagement
- Environmental Innovation launch attended by Members

Upcoming:

- Promoting grants to communities
- Will share further opportunities as they arise

Place strategy team

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