

Corporate Plan 2024-27 Consultation Report

Purpose

1. To consult with a variety of stakeholders on the emerging Corporate Plan. The purpose being to:
 - Inform the draft Priorities, Ambitions and outcomes outlined in SKDC's Corporate Plan for 2024-27. These items form the key building blocks of the plan, stakeholders were to be given the opportunity to agree/ disagree with the areas of focus and suggest alternatives.

Scope

2. The scope of this consultation was limited to:
 - Reviewing the Corporate Plan and the Priorities, Ambitions and outcomes that have been identified.
 - It did not include any actions that may be identified as a result or feedback in respect of any of the Council's other strategic documents.

Objectives

3. The objectives of the consultation were identified as follows:
 - Measure the degree of support or otherwise for the draft vision, mission statement, Priorities, Ambitions and outcomes included in the Corporate Plan.
 - Ensure respondents are given the opportunity to comment on the content of the Plan and suggest alternatives.
 - Communicate how important the Plan will be in informing the allocation of resources.
 - Inform the decision that will be taken by the Council in respect of the final version of the Corporate Plan.

Timescales

4. The consultation was launched on 22 November and ran until 19 December 2023.

Stakeholders

5. The stakeholders were identified as follows:
 - Members of SKDC
 - SK residents
 - Local Businesses
 - Town and Parish Councils
 - Lincolnshire County Council
 - Lincolnshire Fire and Rescue
 - Lincolnshire Police
 - Lincolnshire Community Health Services NHS Trust
 - Drainage Boards – Upper Witham Internal Drainage Board, Black Sluice Internal Drainage Board and Welland & Deepings Internal Drainage Board
 - The People Panel
 - The Youth Council
 - The Armed Forces
 - Voluntary and Community Groups

Methodology

6. The table below identifies the method(s) that were used to contact the stakeholders:

Stakeholders	Method(s)	Details
SKDC Members	District Councillors informed of the consultation and invited to participate.	Members were contacted by the Corporate Policy Officer. Members had participated in a Member only consultation on the same survey and topic that ran from 10/11/2023 – 12:00PM 17/11/2023.
Residents of South Kesteven	Members of the public to be made aware of the consultation through the following channels: • SKDC Social Media Channels • SKDC website • SKtoday Mailing List • Face to Face	Potential respondents were referred to survey monkey to participate in the consultation. Paper copies of the survey were available at all public access points in the district. Alternatively, if absolutely necessary, they were able to email the Corporate Policy Officer who would have sent them a printed copy of the survey. No requests were received. Consultation was promoted on social media channels - Facebook and X. Posts included a link to the survey. Webpage of consultations was updated to include information about the consultation. The consultation was shared with all subscribers of SKtoday, who had opted into additional communications from the Council. This was a total of 2707 recipients. This method could not be repeated for Garden Waste customers or Skyline subscribers due to GDPR. The Council had not obtained consent for additional communications. Business cards with a QR code to the consultation were produced. These were handed out at the Grantham Christmas Fayre & Festive Lights Switch-On 03/12/2023.
Local businesses	Local businesses to be contacted through the following channels:	The Corporate Policy Officer contacted the following addresses to share the consultation: hello@granthambusinessclub.com info@deepings.co.uk The Business & Skills Officer contacted their network, including skills providers.
Town & Parish Councils	Contact all Town Councils by email and ask them to complete a survey on-line.	The Corporate Policy Officer contacted all parishes. Parishes were encouraged to discuss the consultation at public meetings and share the survey with their communities.

Lincolnshire County Council	Email	The Corporate Policy Officer contacted: Chief Executive of LCC Debbie Barnes OBE debbie.barnes@lincolnshire.gov.uk or LCC Chief Legal Officer and Monitoring Officer David Coleman david.coleman@lincolnshire.gov.uk
Lincolnshire Fire and Rescue	Email	The Corporate Policy Officer contacted the chief officer for Lincolnshire Fire and Rescue on bs_lfr@lincoln.fire-uk.org
Lincolnshire Police & Crime Commissioner	Email	The Corporate Policy Officer contacted the Lincolnshire Police & Crime Commissioner on lincolnshire-pcc@lincs.pnn.police.uk
NHS Lincolnshire Integrated Care Board	Email	The Corporate Policy Officer contacted the NHS Lincolnshire Integrated Care Board. The LICB is a statutory organisation which brings together the various branches of the NHS in Lincolnshire to improve health and wellbeing. LICB.office@nhs.net
Drainage Boards	Contact all drainage boards by email	The Corporate Policy Officer contacted the the drainage boards: Upper Witham Internal Drainage Board enquiries@witham3idb.gov.uk Black Sluice Internal Drainage Board mailbox@blacksluiceidb.gov.uk Welland & Deepings Internal Drainage Board info@wellandidb.org.uk
The People Panel	Present draft Priorities and Ambitions to SKDC's People Panel	The Corporate Policy Officer presented the items to the People Panel on 11/12/2023.
The Youth Council	Present draft Priorities and Ambitions to SKDC's Youth Council	The Corporate Plan proposals were presented to Youth Council on 14/11/2023. The Youth councillors were invited to participate in the public consultation.
Armed Forces	Armed Forces Covenant Officer to contact the Armed Forces based in the district	The Armed Forces Covenant Officer contacted Armed Forces based in the district with the consultation link.

Voluntary and Community Groups	Community Engagement Manager to contact all voluntary and community groups	The Community Engagement Manager contacted community and voluntary groups. 72 groups were contacted.
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Details

7. To help collect feedback about the draft Corporate Plan, the Consultation Officer was asked to support the consultation process in Autumn 2023. Actions undertaken by the Consultation officer and the Corporate Policy Officer included:
 - Preparation of a press release to promote the consultation in the local press
 - Drafting of Facebook posts and Tweets to promote the consultation on the Council's social media channels Facebook and Twitter
 - Setting up a webpage to host the document
 - Contacting stakeholders as set out in the above table.
 - Preparing, designing and setting up the on-line survey
 - Analysing feedback from 587 respondents
 - Preparing a report
8. The survey contained the following sections:
 - An introduction to the consultation. This included some context and background on the function and importance of the Corporate Plan.
 - Section 1: The purpose of this section was to measure the degree of public support for the proposed Vision options and the Mission Statement.
 - Section 2: The purpose of this section was to measure the degree of public support for the Plan's five Priorities and accompanying Ambitions.
 - Demographic information: This asked participants for their age, gender and first line of postcode.
9. The opportunity to participate in the consultation was promoted on the Council's social media channels and website during the consultation period. The Facebook posts reached 3,855 people and 103 people clicked on the link. There were 1321 views on X and 38 clicks on the link. An email was sent to those who had opted into additional communications through the SKtoday mailing list to 2707 recipients. 2,122 emails were opened and 495 people clicked on the link.
10. Various stakeholders, as outlined in the above table, were contacted at the start of the consultation.
11. The consultation opened on 22 November. It closed at 17:00 19 December 2023. 587 responses were received.
12. ChatGPT was used to accelerate the analysis of the consultation comments. A sentiment analysis was conducted and key themes in the responses aggregated and summarised. This was then sense checked by officers. Officers remain fully accountable for the analysis.

Results

13. The results of the consultation are summarised in the below table:

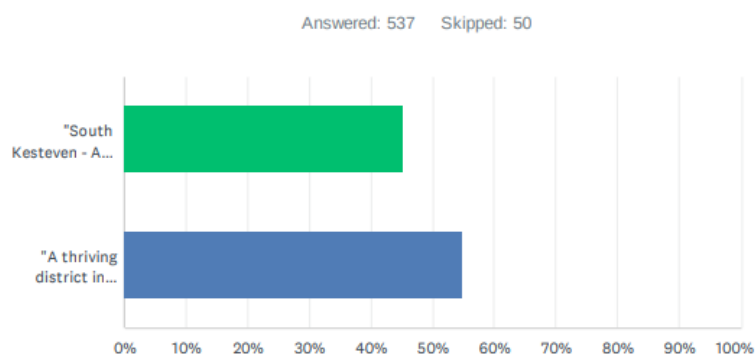
Corporate Plan 2024-27: Public Consultation December 2023 Summary Results				
Element	Total Respondents	Agreed	Disagreed	Neutral/Not Sure
Vision Option 1 - South Kesteven a place where everyone has the best opportunities and a good quality of life	243	45.25%	N/A	N/A
Vision Option 2 - A thriving district in which to live, work and visit	294	54.75%	N/A	N/A
Mission Statement	579	48.36%	24.87%	24.70%
Priority 1 – Connecting Communities	495	64.65%	14.34%	21.01%
Ambitions	498	85.74%	5.82%	8.43%
Priority 2 – Sustainable South Kesteven	471	80.47%	7.43%	12%
Ambitions	474	87.55%	5.91%	6.54%
Priority 3 – Enabling Economic Opportunity	468	85.90%	4.06%	10.04%
Ambitions	467	88.22%	4.50%	7.28%
Priority 4 – Housing	462	83.11%	6.71%	10.17%
Ambitions	459	82.35%	8.50%	9.15%
Priority 5 – Effective Council	458	90.18%	4.37%	4.44%
Ambitions	457	88.18%	3.94%	7.88%
Priority Average	471	80.86%	7.38%	11.53%
Ambition Average	471	86.41%	5.73%	7.86%
Overall – View 1: the Priorities, Ambitions and outcomes that have been identified are an accurate reflection of South Kesteven and will provide a strong foundation for the Council's Corporate Plan	440	10.23%	N/A	N/A
Overall – View 2: the Priorities, Ambitions and outcomes that have been identified are challenging but believe they can still provide a strong foundation for the Council's Corporate Plan	440	41.14%	N/A	N/A
Overall – View 1 & 2 combined: the identified Priorities are challenging but provide a strong foundation to the Corporate Plan	440	51.37%	N/A	N/A
Overall – View 3: agree with most of the Priorities, Ambitions and outcomes that have been identified, but think there are a few areas where changes are needed.	440	38.86%	N/A	N/A
Overall – View 4: I don't agree with a lot of the Priorities, Ambitions and outcomes that have been identified, and think there are several areas where changes are required	440	9.77%	N/A	N/A

14. Question 1 asked which of the two potential Vision options the respondent preferred. **537** respondents answered this question.

- Vision Option 1 – ‘*South Kesteven a place where everyone has the best opportunities and a good quality of life*’ – preferred by 45.25% (243 respondents)
- Vision Option 2 – ‘*A thriving district in which to live, work and visit*’ – preferred by 54.75% (294).

15. Overall, most respondents preferred Vision Option 2, as illustrated by the below chart.

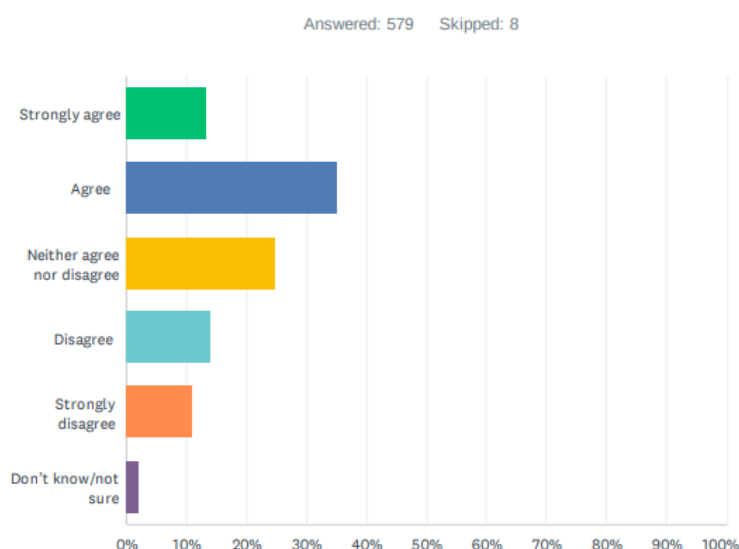
Q1 Which of the visions listed above do you prefer? Please tick one only



16. Question 3 asked to what extent the respondent agreed with the proposed mission statement: ‘*South Kesteven is a modern and forward-looking Council that delivers effective, efficient and equitable public services to enhance the well-being of our residents, enable prosperity, protect the environment and empower communities for a sustainable future*’.

17. 579 respondents answered this question. 48.36% of respondents either agreed (35.23%) or strongly agreed (13.13%). 24.87% respondents disagreed (13.99%) or strongly disagreed (10.88%). 24.70% were neutral and 2.07% were not sure. Overall opinion was split, a plurality of respondents supported the proposed Mission Statement, as illustrated by the below chart.

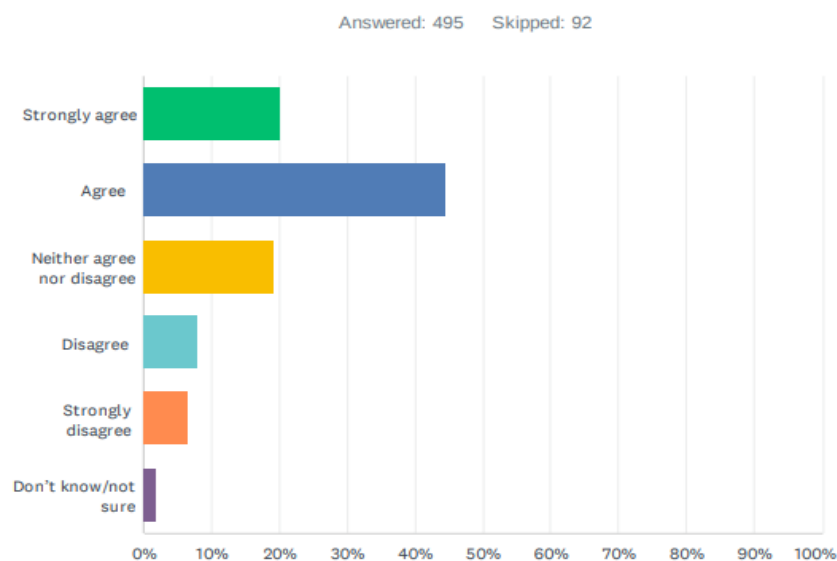
Q3 To what extent do you agree or disagree with this mission statement?



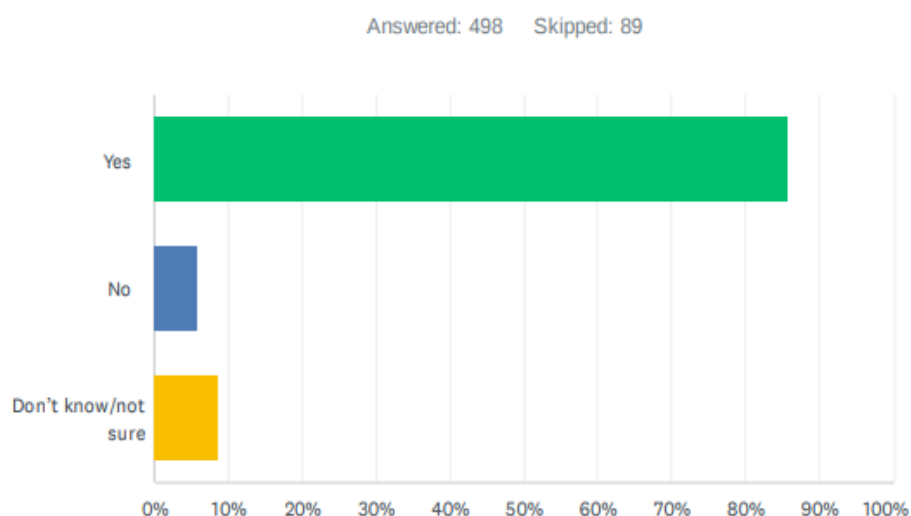
18. Questions 5 to 7 focused on **Priority 1 – Connected Communities**. Respondents were asked to what extent they agreed with the proposed Priority and Ambitions.

19. 495 respondents answered on the Priority. 498 on the Ambitions. 44.65% agreed with the proposed Priority. 20% strongly agreed. 14.34% disagreed. 19.19% were neutral. 1.82% were not sure. 85.74% respondents supported the proposed Ambitions. 5.82% did not. 8.43% were neutral. The overall sentiment was mixed. Overall, a majority of respondents supported the proposed Priority and Ambitions as illustrated by the below charts:

Q5 To what extent do you agree or disagree with this priority?



Q6 Do you support these ambitions?



20. Positive Sentiment:

- Some expressions of support for certain Priorities and Ambitions, such as the emphasis on community, culture, and heritage.
- Acknowledgment of positive developments, like increased celebrations and community projects.

21. Negative Sentiment:

- Frustration and scepticism regarding the effectiveness of the consultation process.
- Criticism of the decline in standards, lack of infrastructure maintenance, and perceived neglect of certain areas, especially in the Deepings.
- Concerns about inequality, poverty, and the need for more concrete actions rather than vague promises.
- Discontent with the closure and maintenance issues of leisure facilities.
- Scepticism about the ability to achieve stated goals without clear plans.

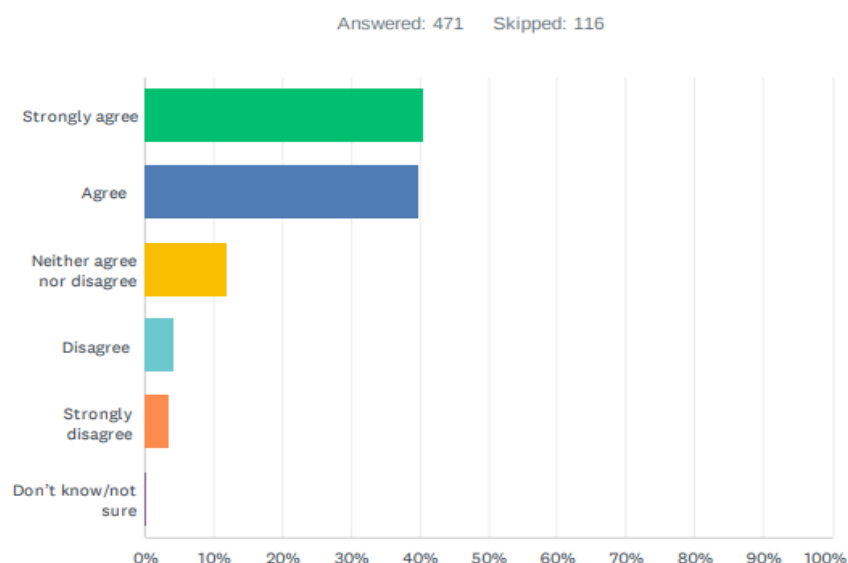
22. Neutral Sentiment:

- Requests for more clarity, specific plans, and measurable outcomes rather than vague promises.

23. Questions 8 to 10 focused on **Priority 2 – Sustainable South Kesteven**. Respondents were asked to what extent they agreed with the proposed Priority and Ambitions.

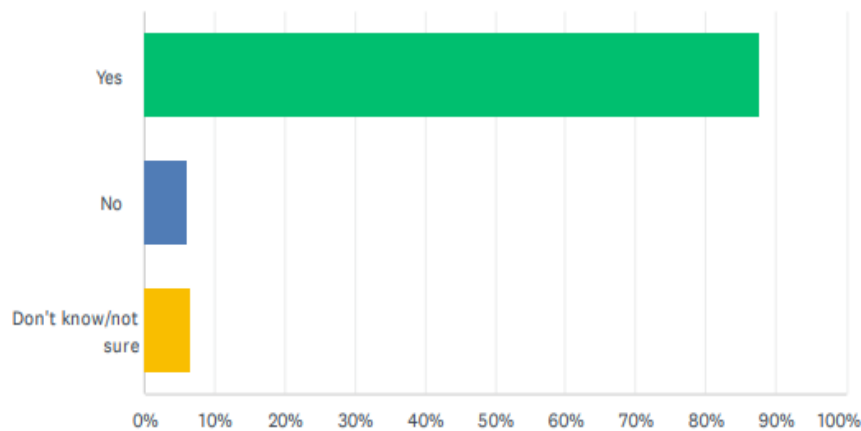
24. 471 respondents answered on the Priority. 474 on the Ambitions. 39.92% agreed with the Priority. 40.55% strongly agreed. 7.43% disagreed. 11.89% were neutral. 0.21% were not sure. 87.55% respondents supported the proposed Ambitions. 5.91% did not. 6.54% were neutral. The overall sentiment was mixed. Overall, a majority of respondents supported the proposed Priority and Ambitions as illustrated by the below charts:

Q8 To what extent do you agree or disagree with this priority?



Q9 Do you support these ambitions?

Answered: 474 Skipped: 113



25. Positive Sentiment:

- Recognition of the importance of biodiversity.
- Support for tree planting initiatives.
- Acknowledgment of the need for better recycling provision.
- Appreciation for Ambitions related to net-zero and environmental sustainability.
- Support for sustainable housing and renewable energy initiatives.

26. Negative Sentiment:

- Concerns about the effectiveness of waste and recycling services.
- Frustration with the complexity of waste disposal procedures.
- Criticism of certain policies, such as charging for garden waste disposal.
- Scepticism about the achievability and impact of net-zero goals.
- Discontent with housing developments encroaching on green spaces.

27. Neutral Sentiment:

- Request for more specific details and evidence regarding environmental initiatives.
- Concerns about safety and law enforcement in certain areas.
- Emphasis on the need for concrete actions rather than just planning.
- Scepticism about the effectiveness of certain green projects.
- Requests for more information on how specific goals will be achieved.

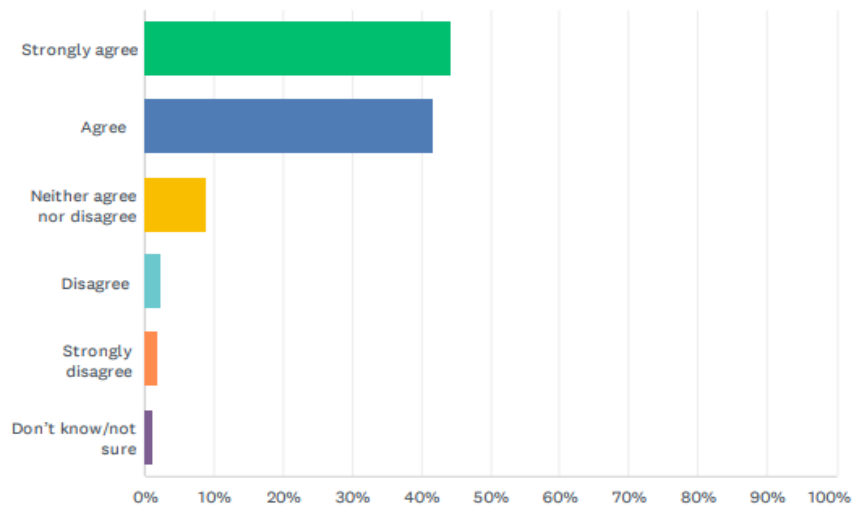
28. Questions 11 to 13 focused on **Priority 3 – Enabling Economic Opportunity**. The survey asked to what extent the respondent agreed with the proposed Priority and Ambitions.

29. 468 respondents answered on the Priority. 467 on the Ambitions. 41.67% agreed with the Priority. 44.23% strongly agreed. 4.06% disagreed. 8.97% were neutral. 1.07% were not sure. 88.22% respondents supported the proposed Ambitions. 4.50% did not. 7.28% were neutral.

The overall sentiment was mixed. Overall, a majority of respondents supported the proposed Priority and Ambitions as illustrated by the below charts:

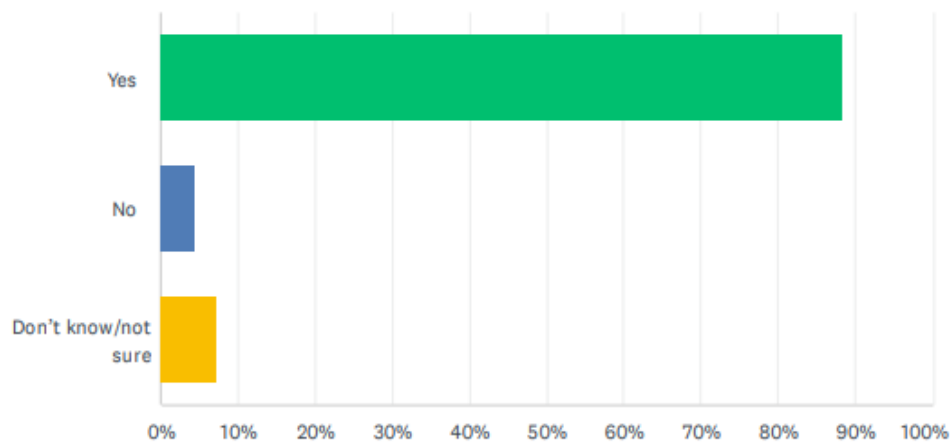
Q11 To what extent do you agree or disagree with this priority?

Answered: 468 Skipped: 119



Q12 Do you support these ambitions?

Answered: 467 Skipped: 120



30. Positive Sentiments:

- Support for the development of a green economy.
- Encouragement for the promotion of local businesses.
- Recognition of the importance of cultural offerings and events.
- Desire for attracting diverse, niche businesses to enhance the town's uniqueness.
- Acknowledgment of the importance of education and training opportunities.

31. Negative Sentiments:

- Concerns about the current state of the town, with mentions of impoverished looks despite initiatives.
- Scepticism about the effectiveness of the proposed plans without transparent reporting.
- Frustration about the lack of infrastructure and public services, especially healthcare and education.
- Opposition to further expansion, with a focus on protecting existing landscapes and countryside.
- Critique of the effectiveness of the local council in achieving goals.

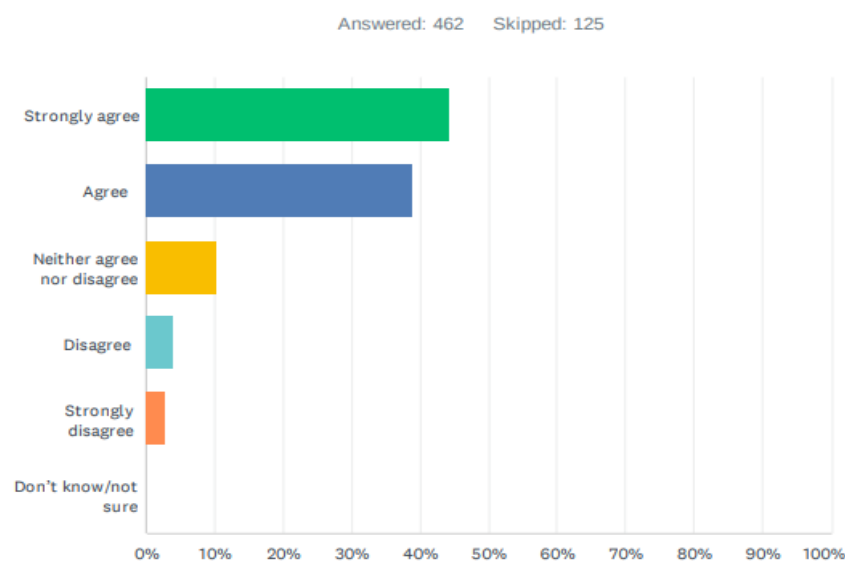
32. Neutral Sentiments:

- Calls for more specific targets and measurable outcomes.
- Suggestions for better connectivity and public facilities.
- Questions about the practicality of protecting existing jobs in an evolving technological society.
- Emphasis on the need for careful planning and infrastructure development alongside growth.

33. Questions 14 to 16 focused on **Priority 4– Housing**. The survey asked to what extent the respondent agreed with the proposed Priority and Ambitions.

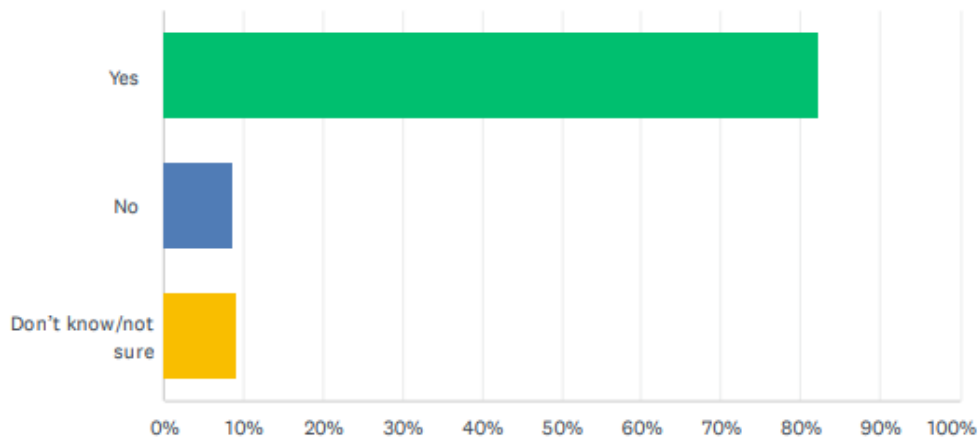
34. 462 respondents answered on the Priority. 459 on the Ambitions. 38.74% agreed with the Priority. 44.37% strongly agreed. 6.71% disagreed. 10.17% were neutral. 0% were not sure. 82.35% respondents supported the proposed Ambitions. 8.50% did not. 9.15% were neutral. The overall sentiment was mixed. Overall, a majority of respondents supported the proposed Priority and Ambitions as illustrated by the below charts:

Q14 To what extent do you agree or disagree with this priority?



Q15 Do you support these ambitions?

Answered: 459 Skipped: 128



35. Positive Sentiment:

- Some comments express support for the idea of providing more affordable housing.
- Recognition of the need for energy-efficient and environmentally friendly housing.
- Agreement with the goal of addressing homelessness and improving living conditions.

36. Negative Sentiment:

- Concerns about the impact of new housing on existing infrastructure, including roads, schools, and healthcare services.
- Scepticism about the effectiveness of certain policies or past practices.
- Frustration with the perceived failure of the council to fulfil promises or address issues in a timely manner.
- Opposition to overdevelopment and loss of green spaces.
- Disapproval of the handling of specific housing-related situations, such as the purchase of properties through the Local Authority Housing Fund (LAHF)

37. Neutral Sentiment:

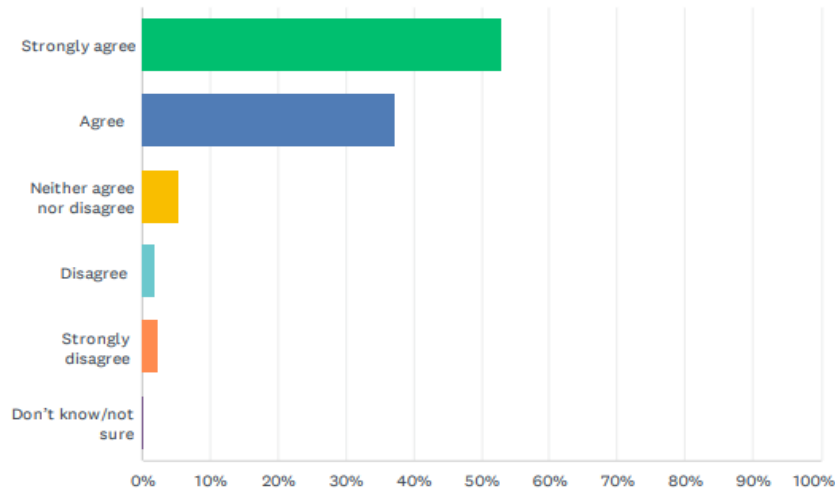
- Requests for more information, details, or clarity on specific plans.

38. Questions 17 to 19 focused on **Priority 5– Effective Council**. The survey asked to what extent the respondent agreed with the proposed Priority and Ambitions.

39. 458 respondents answered on the Priority. 457 on the Ambitions. 37.34% agreed with the Priority. 52.84% strongly agreed. 4.37% disagreed. 5.24% were neutral. 0.22% were not sure. 88.18% respondents supported the proposed Ambitions. 3.94% did not. 7.88% were neutral. The overall sentiment was mixed. Overall, a majority of respondents supported the proposed Priority and Ambitions as illustrated by the below charts:

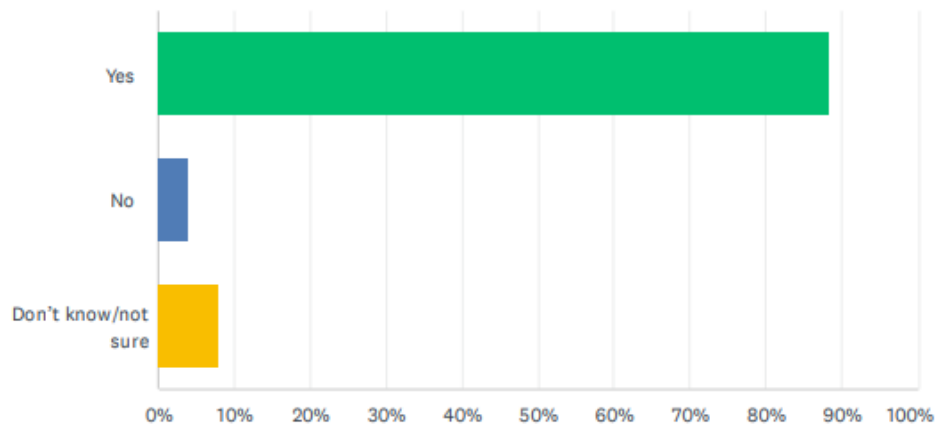
Q17 To what extent do you agree or disagree with this priority?

Answered: 458 Skipped: 129



Q18 Do you support these ambitions?

Answered: 457 Skipped: 130



40. Positive Sentiment:

- Support for the council's Ambitions and objectives.
- Recognition of challenges and the acknowledgment that it is a tough job.
- Appreciation for the effort in articulating lofty ideals.
- Some positive remarks about specific council members.
- Agreement with the need for effective public services.

41. Negative Sentiment:

- Scepticism and doubts about the council's ability to achieve goals.
- Lack of trust in the council's transparency and decision-making.

- Frustration with the council's past performance and track record.
- Complaints about slow response times and difficulty in accessing council members.
- Concerns about financial mismanagement, wasteful spending, and lack of accountability.
- Criticisms of the council's handling of specific issues, such as land development.
- Negative comments about the council's engagement with the community and responsiveness to concerns.

42. Neutral Sentiments:

- Requests for more details, information, or clarification on certain points.
- Suggestions for improvements without explicitly expressing a positive or negative stance.
- Neutral remarks regarding the need for change, fresh blood, or a different approach.

43. Question 20 asked respondents to state which statement they most agreed with on their view of the Priorities and Ambitions as a whole. 440 respondents answered.

- View 1 - I think the Priorities, Ambitions and outcomes that have been identified are an accurate reflection of South Kesteven and will provide a strong foundation for the Council's Corporate Plan – (10.23%)
- View 2 - I think the Priorities, Ambitions and outcomes that have been identified are challenging but believe they can still provide a strong foundation for the Council's Corporate Plan – (41.14%)
- View 3 - I agree with most of the Priorities, Ambitions and outcomes that have been identified, but think there are a few areas where changes are needed. I would like to see these changes made prior to the production of the Council's Corporate Plan – (38.86%)
- View 4 - I don't agree with a lot of the Priorities, Ambitions and outcomes that have been identified, and think there are several areas where changes are required. For this reason, I don't think they provide a strong foundation for the Council's Corporate Plan and should be re-drafted immediately – (9.77%)

44. Question 21 invited respondents to share views on the proposed Plan as a whole. Overall the sentiment of the responses was mixed, leaning towards scepticism, frustration, and concerns about transparency and practicality.

45. Positive Sentiment:

- Recognition of the district's potential and the desire for success in meeting goals.
- Acknowledgment of the district's attractiveness and community spirit.

46. Negative Sentiment:

- Scepticism and doubt regarding the realism and achievability of the presented plan.

- Erosion of trust in politicians and concerns about biased allocation of funds.
- Criticisms of existing traffic systems, road layouts, and public services.
- Frustration with the lack of specifics, measurable targets, and transparency in the plan.
- Complaints about the accessibility of the survey format and the colour scheme.
- Concerns about potential environmental degradation, neglect of certain towns, and poor council performance.

47. Mixed Sentiment:

- Requests for clearer communication, less corporate language, and practical details.
- Questions about the funding sources and practicalities of the presented plan.
- Suggestions for improving public services, infrastructure, and community facilities.
- Calls for community involvement, accountability, and transparency in decision-making.
- Concerns about the lack of face-to-face interviews in the consultation process.
- Requests for economic consultation and engagement with businesses for high economic growth.
- Calls for better communication between the council and the community.

Demographics

48. To see how representative those who responded to this consultation were of the stakeholders asked to participate in this consultation, respondents were asked to supply some demographic information. 436 respondents confirmed they were residents. 0 confirmed they were not residents of South Kesteven. 151 did not respond to this question.
49. 419 respondents confirmed their gender. Of these 239 or 57% were male. 180 or 43% were female. 168 did not respond to this question or preferred not to answer.
50. 415 respondents confirmed their age. 97% of these respondents were aged over 35. 54% of respondents were over 65. 172 did not respond to this question or preferred not to answer.

Conclusions

51. The feedback from this consultation has been extremely constructive. The majority of respondents supported the Priorities and Ambitions in the abstract. This was complicated by mixed public commentary. Respondents were concerned about the practical viability of the proposals, the capacity of the Council to deliver and perceived favouritism of certain geographies over others. The consultation was clear that the Plan will require concrete action plans for delivery, robust, transparent and accountable performance management to ensure public confidence.

52. Negative sentiment was focused on the lack of detail, specific actions and performance measures. This is an unsurprising response. The consultation survey focused on the high-level Priorities and Ambitions, rather than specific actions. This was done for brevity, accessibility and to maintain focus on the strategic over operational matters. The consequence of this approach, however, was a prudent scepticism by the consultation respondents on being surveyed regarding a series of strategic Ambitions. The requested Actions and Performance mechanisms are components of the final Corporate Plan. An action plan developed in response to the feedback raised by this consultation can be found in the appendix to this report.

Appendix - Corporate Plan 2024-27: Action Plan in Response to Public Consultation December 2023

A four-week public consultation on the draft Vision, Mission Statement, Priorities and Ambitions was undertaken 22 November to 19 December 2023. There was a total of 587 responses. The Priorities were supported by 80.86% of respondents (averaged across the five priorities) and the Ambitions by 86.41%. Support for the Priorities and Ambitions in the abstract was complicated by mixed public commentary. Respondents were concerned about the practical viability of the proposals, the capacity of the Council to deliver and perceived favoritism of certain geographies over others. The consultation was clear that the Plan will require concrete action plans for delivery, and robust, transparent and accountable performance management to ensure public confidence.

The below table sets out how the Council plans to respond to and incorporate the key feedback from the consultation.

Action Plan in Response to Public Consultation on the draft Corporate Plan 2024-27		
Key Theme	Consultation Feedback	SKDC Response and Action
Clarity and Measurability	Expressing scepticism about vague promises and a desire for more concrete actions	The consultation was focused on the high-level Priorities and Ambitions. Officers have developed a series of Actions: specific pieces of work that will be undertaken over the next four years. These will be in the final Plan and assessed by a suite of Key Performance Indicators (KPIs). These KPIs will be presented to the Overview & Scrutiny Committees quarterly. Progress towards the Plan's Vision will be monitored by the Strategic Socio-Economic Indicators (SSEIs). These will be reported in the annual State of the District report.
	Emphasize the need for measurable goals and targets.	
Economic Development Focus	Propose a more focused approach on economic development as a key priority	The final plan will include a series of specific actions that officers will undertake to deliver on the Economic Priority. A new Economic Development Strategy & Action Plan is in development. This strategy will be the services response to the Ambitions of the Corporate Plan and will be presented to the Members for scrutiny in February 2024.
	Request clear measures of success and publicly available targets to enhance accountability in economic development initiatives.	

Key Theme	Consultation Feedback	SKDC Response and Action
Environmental Sustainability	Clearly communicate plans to fulfil the commitment to environmental sustainability.	The final plan will include a series of specific actions that officers will undertake to deliver on the Environment Priority. The Climate Change Action Strategy was adopted in 2023. An action plan to deliver on the contents of that document and the Ambitions of the Corporate Plan will be brought forward in 2024.
Equitable Resource Distribution	Suggestions to explicitly state that services and benefits are intended for all residents, irrespective of geographic location.	Corporate Policy Officer to review the language and content of the draft Plan to ensure that it is explicitly stated that this is a Plan for all residents.
Transparency and Accountability	Advocate for transparent systems for measuring and reporting progress on outlined priorities and ambitions.	Key Performance Indicators (KPIs) will monitor the delivery of the Corporate Plan Actions and the overall performance of the Council. Each KPI is SMART (Specific, Measurable, Attainable, Relevant & Timely) and agreed via the Overview & Scrutiny Committees (OSCs) to which quarterly reports will be presented. The OSCs are open to the public and can be viewed live or rewatched on the Councils website. The Strategic Socio-Economic Indicators (SSEIs) will monitor the progress towards the fulfilment of the Council's Vision, 2034 Outcomes, and the overall performance of the district. This is reported in the annual State of the District report, a public facing document. Corporate Policy Officer to include a Performance Management section in the Corporate Plan.

Key Theme	Consultation Feedback	SKDC Response and Action
Council Communication Improvement	Advocate for simpler and more accessible communication from the council, avoiding unnecessary jargon.	Corporate Policy Officer to review the language of draft Plan for tone. Overly corporate language to be rephrased and jargon removed.
Sustainability and Growth Alignment	Assess whether the growth plans align with existing infrastructure and are sustainable.	Corporate Policy Officer to be clear in the Plan that growth will be sustainable and align with needs and character of the district. A review of the Local Plan is underway and will be included as an action in the final Plan.
Financial Transparency	Advocate for clearer communication of the financial plans for achieving the outlined priorities.	Corporate Policy Officer to include a Finance section of the Corporate Plan. The Corporate Plan has been developed concurrently with the Budget proposals for 2024/25 and the Medium-Term Financial Plan.
	Provide practical explanations of how the council intends to fund and execute proposed initiatives.	
Revisiting Priorities	Clarify the perceived importance of each priority.	The priorities are numbered for ease of reference. The ordering does not denote an internal hierarchy of importance. Successful delivery of all five Priorities is essential to the achieving the Vision of the Plan.
Action-Oriented Language	Recommendations to use action-oriented language, such as "aims to be" instead of "is."	Corporate Policy Officer to review the wording of the Mission Statement and the draft Plan as a whole and modify as necessary in accordance with consultation feedback.