

**DUDLEY HEALTH AND WELLBEING BOARD**

**Agenda Item no. 7 (a)**

<b>DATE</b>	<b><u>27<sup>th</sup> June 2018</u></b>
<b>TITLE OF REPORT</b>	<b><u>Dudley Borough Vision 2030</u></b>
<b>Organisation and Author</b>	<b><u>Debs Harkins Chief Officer for Health and Wellbeing Dudley Council</u></b>

**1. Purpose**

1.1. The purpose of this report is to update Board members on the proposed Borough Vision and the consultation process, and give an opportunity for Board members to contribute and comment.

**2. Background**

2.1. Partners in Dudley are working together to develop a Vision for the future of the Borough.

2.2. The Local Government Authority (LGA) recently conducted a Peer Review of Dudley Borough and recommended that the Council should broker a conversation with Dudley stakeholders to create a vision or 'story of the place'. The purpose of the vision is therefore to set out a simple and compelling story which will be a long-term vision to support short-term decision-making. It is intended to provide a medium to long-term basis for place shaping, priority setting, policy development, the financial strategy and transformation of the borough for the people of Dudley.

2.3. Work to create the vision has been taking place since October 2017. There have been a series of conversations with local stakeholders to create a shared vision for the borough. This has involved:

- interviews with key stakeholders;
- facilitated workshops with the Dudley Leaders' Group, the voluntary sector, businesses, members of the Health and Wellbeing Board and Children's Alliance;
- feedback from young people who are keen to stay involved; and
- testing the emerging draft vision with Dudley Council's Corporate Board, political groups and key stakeholders

**3. Key Points**

3.1. The outcomes from these conversations so far are that people have told us that Dudley Borough will be a different place in 2030 and beyond. In setting the vision the borough must take stock of the assets it has and the challenges the borough faces. The people of Dudley Borough and the heritage assets are central to its strengths. However, there must be a collective responsibility from public, private and voluntary sector to act with the communities they work with and address equalities of opportunity across the borough.

3.2. The latest version of the vision reflects the discussions with Dudley's leaders (political and community) and key stakeholders including Education, the Voluntary and Community Sector, faith groups and the NHS

3.3. The latest version of the vision is outlined below:

In 2030 Dudley Borough will be ...



A place of **healthy, confident and resilient communities** with high aspirations and the ability to shape their own future.



An **affordable and attractive** place to live, learn and work with a green network of high quality parks, waterways and nature reserves that are valued by local people, businesses and visitors.



A place where everybody has the **education and skills they need**, and where outstanding local schools, colleges and businesses secure consistently excellent results for their learners.



Renowned as home to a host of **innovative and prosperous businesses**, operating in high quality locations with space to grow, sustainable energy supplies and investing in their workforce.



A **unique visitor destination** that drives opportunity, contributing to its ambitious future while celebrating its pioneering past.



Better connected with **high quality and affordable transport**, combining road, tram, rail, and new cycling and walking infrastructure.



Full of **vibrant local centres** offering a new mix of leisure, faith cultural, educational, residential and shopping uses.

3.4. The version of the vision has been open to extensive consultation across the Borough with the wider community during May and early June. This stage of the community engagement process is being led by Dudley CVS and maximises the boroughs communication networks. A representative from each group in Dudley (e.g. faith groups, college) are being asked to lead an engagement exercise around the 7 themes asking communities: do you recognise these themes, could you get behind the vision, and is there anything substantial missing?

3.5. The engagement also includes a social media campaign which makes use of partner's social media platforms such as the Council's YouTube, Flickr and Twitter pages and other social media networks such as The Echo. It contains information on how members of the public can voice their views via the engagement exercises and details of the representatives for each group. It will help to raise the profile of the engagement events and stoke interest in the Dudley Borough Vision

3.6. An engagement guide has been produced to support the engagement process, that is designed for stakeholder leads to begin engagement with their wider communities on the Dudley Borough Vision for 2030. It covers: why create a

Dudley Borough Vision, how we have engaged so far, what the purpose of the vision is, why community engagement is important and how to respond

3.7. The stakeholder group which is intended to take the development and the work of the vision forward is the Dudley Futures Forum, which will it is proposed will meet twice a year as a workshop. It will be supported This board will comprise representatives from across partners in the NHS, education, local authority, the community and voluntary sector as well as faith groups and the business community. It will be supported by an Executive Group which will include the leads for each of the 7 themes and will take on responsibility for the launch of the final Dudley Borough Vision for 2030 and ensure that communities can benefit from the positive outcomes it generates.

#### **4. Key asks of the Board/wider system**

4.1. Board members and their organisations are asked to

- 4.1.1. Note progress on the Dudley Borough Vision
- 4.1.2. Contribute to the wider engagement process
- 4.1.3. Support the engagement process by disseminating within their organisation, social media and public involvement networks

#### **Notes:**

To find out more visit:

<http://www.dudley.gov.uk/resident/your-council/dudley-council-plus/dudley-borough-vision/>

Let us know what your views are by completing the survey below

[www.surveymonkey.co.uk/r/dudleyboroughvision2030](http://www.surveymonkey.co.uk/r/dudleyboroughvision2030)

If you are on social media, you can also help by re-tweeting and sharing Facebook posts to spread the word starting at Dudley CVS Twitter (<https://twitter.com/DudleyCVS>) and Dudley CVS Facebook (<https://www.facebook.com/CVSDudley/>)

#### **Contact officer details:**

**Debs Harkins                      Chief Officer for Health and Wellbeing                      Dudley MBC**