

10.0 PUBLIC AFFAIRS DIVISION REPORTS

ITEM 10.1	DRAFT VISION AND PRIORITIES FOR THE COMMUNITY STRATEGIC PLAN 2028
REPORTING MANAGER	DEPUTY GENERAL MANAGER PUBLIC AFFAIRS
TRIM FILE REF	2016/380317
ATTACHMENTS	1 Community Engagement Report - Phase 1 Engagement (Included In Attachments Booklet)

EXECUTIVE SUMMARY

PURPOSE

To approve the exhibition of a draft vision statement, key aspirations and priorities for the Northern Beaches community.

SUMMARY

On behalf of the Northern Beaches community Council is preparing a Community Strategic Plan (CSP). The CSP is long term plan for the region (at least 10 years) that captures the community's vision, aspirations and priorities as well as providing strategies to achieve the vision.

The first stage of community engagement (September to 6 November 2016) has been completed. Over 1,000 members of the community contributed to the development of a draft vision statement, key aspirations and priorities. A detailed report on the engagement is contained at **Attachment 1**, Community Engagement Report.

Council's 11 Strategic Reference Groups (SRG) and Local Representation Committees (LRC) (former Councillors) have worked closely with staff confirming the community's priorities and shaping the vision. The draft vision statement below was developed by the LRC with the geographic reference to "Northern Beaches" added to the statement:

The Northern Beaches a safe, inclusive and connected community that values its natural and built environment.

A statement of vision and priorities is required to prepare by Council by December 2016. The draft statement, aspirations and priorities detailed in the report will be subject to further consultation with the community in March/April 2017.

RECOMMENDATION OF DEPUTY GENERAL MANAGER PUBLIC AFFAIRS

That:

- A. The attached Community Engagement Report on the first stage of community consultation for preparation of the Community Strategic Plan 2028 is noted.
 - B. The draft vision statement, aspirations and priorities detailed in the report are approved for exhibition in March/April 2017 as part of a Discussion Paper.
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REPORT

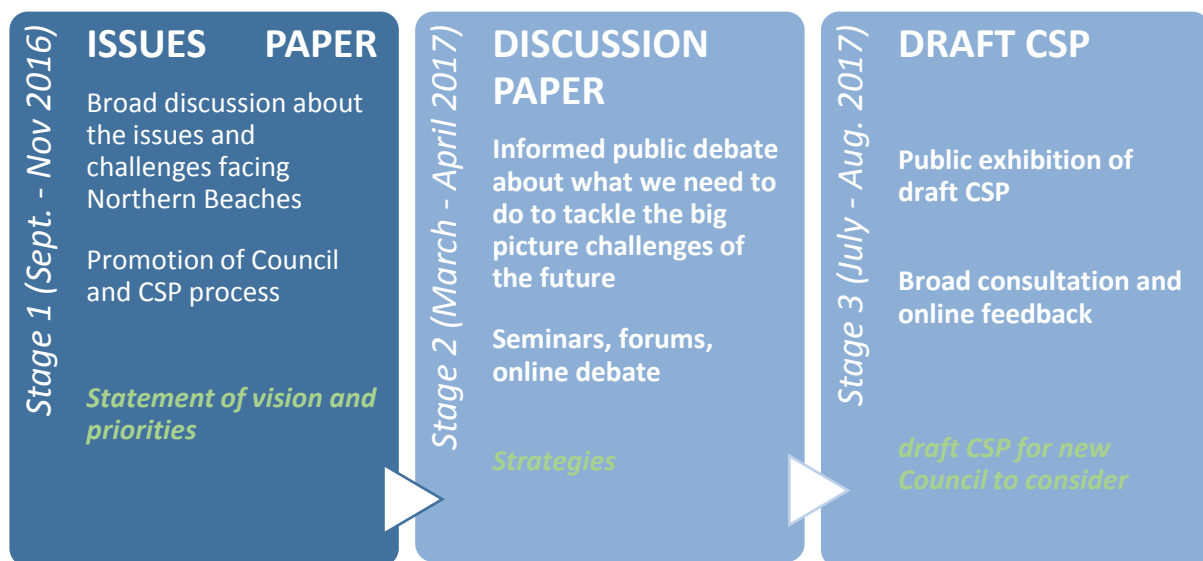
BACKGROUND

Each newly created council must adopt a Community Strategic Plan following a general election of councillors by 30 June 2018 *s402 Local Government Act 1993*. The CSP represents the highest level of strategic planning undertaken by a local council. It is a long term plan (at least 10 years plus) that captures the community's vision, aspirations and priorities as well as providing strategies to achieve the vision.

The NSW Department of Premier and Cabinet have provided additional information on the timing of the development of the CSP in *Managing Change: Guidance for Senior Staff* May 2016. The guidance includes:

- Preparing a statement of vision and priorities, with community input – December 2016
- Preparing a draft CSP for consideration of the new council – September 2017

On this basis a comprehensive three stage engagement programme was developed to ensure the community and other stakeholders can partner with Council to develop the CSP. The stages are below:



Stage 1 of the community engagement has been completed. The key deliverable is a draft statement of vision and priorities as well as a Community Engagement Report at **Attachment 1**. The Community Engagement Report details the methods utilised and feedback received from the community.

SUMMARY OF ENGAGEMENT

A range of techniques and activities were used to engage with the Northern Beaches community from September to 6 November 2016 and included:

- Awareness activities:
- Weekly advertisements in the Manly Daily
- Letterbox drop to households on the Northern Beaches

- Bulk emails to members of the Community Engagement Register
- Notices in community newsletters

Engagement activities:

- Five drop-in sessions at various location attended by 86 people
- 12 listening posts at various locations attended by over 400 people
- Five focus groups attended by 36 people
- Online survey - 153 respondents
- Telephone survey - 600 people
- Submissions – 112 (electronic and in written)

The Council's 11 Strategic Reference Groups played a key role in providing a collective voice in the development of the vision and priorities. The SRG met on two occasions and comprises 170 representatives of the community and community organisations.

The Council's LRC also worked closely with staff meeting on three occasions to confirm the community's priorities and shape the vision. The LRCs comprises 22 former councillors of Manly, Pittwater and Warringah.

COMMUNITY VALUES AND VISION

A range of questions were presented to the community to understand what they love and value most about the Northern Beaches. The following issues were most frequently raised:

- the natural environment, including bushland, beaches, national parks and waterways
- parklands, open space and recreation opportunities
- a friendly and safe community
- access to local villages and shops

When asked to describe their long term vision for the Northern Beaches, the community most commonly talked about being connected (to each other and to places), protection of the natural environment, urban planning and the built environment, community values, diversity (in a range of contexts), inclusivity, the Northern Beaches lifestyle, sustainability and safety. While common words/phrases were used they had different meanings for individuals across the regions as shown below:

Word	Meaning
Connected	Connecting people to each other, connected transport, connecting businesses via technology and telecommunications, connecting people to business and work opportunities, making localities accessible, making services accessible, traffic, parking, streets, roads, walking paths, trails and cycle-ways, streets and place planning, connecting to the city and other economic and employment centres
Environment	Natural and built, waterways, bush, beach, trees, pools, open space, community spaces and activities, walkways, sensitive and balanced development, environmental stewardship, clean, infrastructure, impacts of tourism, litter, population growth

Community	Living, working, businesses, sporting, schools, groups, volunteering, vibrant, friendly, neighbours, villages, tourism, business
Diverse	Culture, recreation, business, training, jobs, villages, geographic areas and environments
Inclusive	Welcoming, all ages, affordable, accessible, culturally diverse, arts, recreation
Lifestyle	Outdoors, cafes, active, natural environment, vibe, city, walkable, open spaces
Sustainable	Sustainable development, protecting the environment, minimise waste, reduce energy and water consumption, include climate change in urban and environmental planning
Safe	Neighbourhoods, family-friendly, coastal erosion, flood, bushfire, caring, designing places for young and elderly

DRAFT COMMUNITY VISION STATEMENT

This feedback was used to prepare a draft Vision Statement. The draft statement was developed by the LRCs on 23 November 2016 with the geographic reference to “Northern Beaches” added to the statement. The draft statement reads:

*Northern Beaches a **safe, inclusive and connected community** that values its natural and built **environment**.*

DRAFT COMMUNITY ASPIRATIONS

The Northern Beaches comprises many unique and special places. The community commented on the spectacular and diverse biogeography, population structures, economic centres, local villages and offshore communities. The future challenges that Sydney and the Northern Beaches are facing will place different pressures on these unique and special areas. It is essential that the CSP captures, considers and plans accordingly to protect the unique values and aspirations across the area.

In consideration of this, draft key aspirations to supplement the draft Vision Statement have been developed directly from community feedback. The draft Key Aspirations of the Northern Beaches community are:

- We are inspired by our bush, beaches and waterways
- Our streets are safe, clean and family-friendly
- We have vibrant spaces with diverse arts & cultural experiences
- We celebrate local villages and communities
- Growth is sustainable and balanced
- Our communities and businesses are connected and inclusive
- Development is balanced with our lifestyle and environment
- Businesses have the infrastructure to grow locally and globally
- Transport is seamless and integrated
- We demonstrate strong community leadership and environmental stewardship
- Local businesses thrive and grow

- Our governance is open and transparent
- We have a say in what happens in our local area

Together with the draft Vision Statement, the aspirations will inform the development of strategies of the CSP that will work to protect what the community loves about this area.

DRAFT COMMUNITY PRIORITIES

The community also provided feedback on key challenges facing the Northern Beaches in the future. The common issues were:

- Transport, infrastructure and connectivity (including traffic management, congestion, parking, cycleways and roads)
- Clean environment (eg. waste, pollution, litter)
- Catchments, coasts and waterway management
- Bushland and biodiversity conservation
- Housing and population growth (including development control, over development and high rise)

Based on feedback from the community the following draft priorities for the CSP have been identified, for further discussion and consultation with the community:

- Population growth, development and infrastructure
- Transport and connectivity / Traffic, roads and congestion
- Environmental management and protection (including climate change)
- Clean environment
- Open space and diverse recreation
- Housing affordability
- Economic development
- Arts/ culture/ creative activities and spaces

TIMING - FURTHER CONSULTATION

The second stage of community engagement in March/April 2017 provides an opportunity to test whether the draft vision statement, key aspiration and priorities resonate with the community at large. A Discussion Paper is being prepared for the next stage of engagement to facilitate the discussion. It will incorporate the draft vision, aspiration and priorities and explore in greater detail the issues raised by the community in **Attachment 1**, Community Engagement Report. It will also identify how individual issues raised by the community in the first stage of engagement have been dealt with.

FINANCIAL IMPACT

The preparation of the CSP has been provided for in Council's annual budget.

SOCIAL IMPACT

The CSP will include social strategies that will result in positive long term outcomes for the community.

ENVIRONMENTAL IMPACT

The CSP will include environmental strategies that will result in positive long term outcomes for the community.