

## Appendix B:

Reasoning for Changes and Workshop feedback			
Place			
Current Ambitions:	Rationale for Change	Changes	New Ambitions
<ul style="list-style-type: none"> <li>• Deliver our major regeneration and development projects</li> <li>• Ensure a sustainable balance between homes, jobs and supporting infrastructure so we can accommodate required growth without compromising the quality of our valued natural environment and rural areas</li> <li>• Improve the vibrancy of Wycombe Town Centre</li> <li>• Facilitate opportunities for business growth and job creation</li> <li>• Identify opportunities to enhance our green space offer to benefit both people and wildlife</li> </ul>	<ul style="list-style-type: none"> <li>• Changes reflect discussion with members about the importance of distinguishing between investment projects which generate income and projects which deliver what is needed such as housing which may not achieve as high a return on investment. The ambition has been split into what the projects will achieve rather than delivery.</li> <li>• The balance between the needs for homes and protection of the environment has been restated as two separate ambitions – with an objective which refers to the balance.</li> <li>• The vibrancy of High Wycombe has been changed to the District as a whole as a place people visit and enjoy because Members in the workshop were clear that there should not be a focus on just the towns.</li> <li>• Because of the strong emphasis on the need for economic growth a separate priority has been proposed for this called Prosperity</li> </ul>	<ul style="list-style-type: none"> <li>• The ambitions are shorter and intended to be easier to remember.</li> <li>• They largely reflect the existing ones</li> <li>• The need to tackle anti-social behaviour and environmental crime has been added</li> <li>• The greater emphasis on housing has resulted in a specific outcome on meeting housing need as part of place.</li> </ul>	<p>We want our District ..</p> <ul style="list-style-type: none"> <li>• To be a place people visit and enjoy</li> <li>• To be known for its natural beauty and wildlife</li> <li>• To be a safe and attractive place</li> <li>• To offer homes that meet housing needs</li> </ul>

People			
Current Ambitions:	Rationale for Change	Changes	New Ambitions
<ul style="list-style-type: none"> <li>Engage with young people to help meet their needs and aspirations locally</li> <li>Encourage safe and supportive communities with strong social cohesion</li> <li>Work on projects and schemes which benefit our local communities</li> <li>Enable residents and communities to shape their local area</li> <li>Ensure targeted and affordable help for those most in need</li> <li>Ensure standards of private rented housing are safe and acceptable</li> <li>Help address the affordability gap by exploring innovative housing solutions</li> </ul>	<ul style="list-style-type: none"> <li>There is nothing specific on any group within the community but there is an emphasis on communities working well together. There is a separate objective on youth – to show it will be a focus of action</li> <li>Social cohesion is not referred to but is inherent in communities working together.</li> <li>Because of the amount of work that we have been doing on our parks and open spaces and the work that is done on our behalf by our leisure partner it is felt that this is a priority although it was not previously included.</li> <li>The emphasis on supporting residents to help each other in the workshops was highlighted and also to support groups who help others through grant funding etc. and therefore these ambitions have been restated in similar terms but with slightly different emphasis.</li> <li>Housing has been included in both Place and People to reflect the separate goals of provision and fair allocation.</li> </ul>	<ul style="list-style-type: none"> <li>The ambitions are shorter and intended to be easier to remember</li> <li>The outcomes are broadly the same except some housing has moved to place</li> <li>Healthy and active people was not in the previous plan</li> <li>There is also a greater emphasis on people being encouraged to support each other 'neighbourliness'</li> </ul>	<p>We want</p> <ul style="list-style-type: none"> <li>Our communities to work well together</li> <li>To ensure that people can get help when they need it</li> <li>People to be healthy and active</li> <li>To support people and organisations who help others</li> </ul>

Prosperity			
Current (relevant) Ambitions:	Rationale for Change	Changes	New Ambitions
<ul style="list-style-type: none"> <li>• Deliver our major regeneration and development projects</li> <li>• Facilitate opportunities for business growth and job creation</li> <li>• Ensure a sustainable balance between homes, jobs and supporting infrastructure so we can accommodate required growth without compromising the quality of our valued natural environment and rural areas.</li> <li>• Consider new devolution opportunities and how this could benefit public services across our district</li> </ul>	<ul style="list-style-type: none"> <li>• Through the workshops Members talked of the need to promote businesses and support economic growth.</li> <li>• It was felt this was not sufficiently expressed within the existing plan.</li> <li>• The emerging economic development strategy informed the articulation of the ambitions.</li> <li>• There were specific references about the need for more engagement on skills development</li> <li>• The important of roads, new rail links and digital infrastructure were also highlighted as key issues to support growth.</li> <li>• A need to target certain growth industries to facilitate them establishing themselves in the Wycombe District was also highlighted.</li> <li>• Members did not refer to Devolution as being a key issue in supporting growth and therefore this was not included within the new plan.</li> </ul>	<ul style="list-style-type: none"> <li>• There is no prosperity strand in the existing plan.</li> <li>• There is something specific on supporting the development of skills and helping people to find work</li> <li>• There is a new ambition which recognises the need for the Council to support infrastructure to support businesses.</li> <li>• The focus on economic growth supports dedicated support to certain types of key industries</li> <li>• These outcomes reflect the emerging strategy.</li> <li>• Specific reference to Devolution is removed</li> </ul>	<p>We want</p> <ul style="list-style-type: none"> <li>• Everyone who wants to work or train to be able to do so</li> <li>• The creation of new and growing businesses</li> <li>• Better physical and digital connectivity</li> <li>• Sustainable economic growth</li> </ul>

Progress			
Current Ambitions:	Rationale for Change	Changes	New Ambitions
<ul style="list-style-type: none"> <li>• Continue to innovate and transform our services to provide them in the most efficient and accessible way</li> <li>• Investigate the user-pay principle for services</li> <li>• Generate new annual revenue streams for the Council</li> <li>• Consider new devolution opportunities and how this could benefit public services across our district</li> </ul>	<ul style="list-style-type: none"> <li>• The priority is broader and relates to the organisational areas of focus including efficiency.</li> <li>• Neither user-pay nor devolution had a focus in the workshops and so specific reference is removed.</li> <li>• The continued focus on value for money services has been expressed as an ambition to provide a broader ambition to cover a number of activities including better treasury management, user-pay, income generation and improving efficiency in delivery.</li> <li>• The need to generate new income streams where possible continues within the objectives under the broader ambition.</li> <li>• The addition of the ambitions for staff and governance reflect the Council's ongoing work in these areas and the need for continuous improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• The ambitions are shorter and intended to be easier to remember The title has changed from Pounds to Progress</li> <li>• Specific reference to user-pay has been removed</li> <li>• Specific reference to Devolution has been removed</li> <li>• The ambition on delivery is expressed from a customer perspective</li> <li>• An ambition about staff and another about governance have been included</li> </ul>	<p>We want</p> <ul style="list-style-type: none"> <li>• To make it easy for our customers to get what they need</li> <li>• Our staff to be our advocates</li> <li>• To make the best use of our resources</li> <li>• To do the right things in the right way</li> </ul>