

Comment Number	Recommendation from committee	Recommended response of Executive
Overall comments		
1	<p>Could the photograph on the front-page focus more upon the cathedral? Or perhaps focus on a number of different key locations around the borough?</p> <p>Could there be more photographs of the river, in line with the council’s aspirations to open access to the river?</p>	<p>That as per recommendation 2.2 in the covering report, the imagery within the draft strategy be reviewed and finalised before publication.</p>
2	<p>Could the photographs within the strategy portray greater diversity?</p>	
3	<p>Could there be more photographs of other council assets (i.e. the Lido, Stoke Park, Pewley Hill) and other features of the borough?</p>	
4	<p>Could the photographs be reflective of all of Guildford, and not just the borough’s most affluent/pretty areas?</p>	
5	<p>Could we have more in the ‘A more inclusive borough’ priority about the EDI agenda, and the work we are trying to do in this area?</p>	<p>That the Executive notes the feedback from the committee and agrees that consideration should be given on how to pursue this agenda within the forthcoming corporate delivery plan.</p>
6	<p>Could the content on page 5 of the draft strategy (‘Where your money goes’) be presented in a more graphical way?</p>	<p>That in line with the delegation given in 2.2 of the covering report, the Assistant Director for Strategy and Corporate Services reviews the presentation of this information prior to publication.</p>
7	<p>Could the infographic on page 4 for ‘Over 4,000 veterans living across the borough’ be refreshed to be more reflective of British military insignia?</p>	<p>That in line with the delegation given in 2.2 of the covering report, the Assistant Director for Strategy and Corporate Services reviews and updates this infographic in line with the feedback from O&S.</p>

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8	Could the CO2 emission figures on page 4 be better explained to make it clearer?	That in line with the delegation given in 2.2 of the covering report, the Assistant Director for Strategy and Corporate Services reviews and updates this infographic to ensure it is clear.
A more sustainable borough		
9	Could a reference be added to reference the need to work with others to ensure clean water?	<p>That on page 12, the wording for the outcome ‘Improve biodiversity and preserve the natural environment’ be altered to:</p> <p><i>‘We will manage our parks and open spaces to enhance biodiversity, maintaining Guildford borough’s natural environments, and restore wildlife habitats. In supporting nature recovery, we will look to restore habitats, protect wildlife, and combat climate change. Additionally, we will lobby key stakeholders, such as water companies, the Environment Agency, and the government, to do all that they can to improve the water quality in Guildford borough’s rivers, to the benefit of residents and wildlife.</i></p> <p><i>We know the positive benefits that spending time outdoors has in improving peoples’ physical and mental health and wellbeing, so we will continue provide green spaces that are well-managed and easy to access, as well as delivering new parks and open spaces within new developments’</i></p>
10	Could reference be added to doing more to protect ancient and veteran trees?	<p>That on page 12, the wording of the outcome ‘New communities and development are delivered sustainably’ be altered to:</p> <p><i>‘It’s vital that sustainability is embedded into new communities, ensuring that its impact on the environment is reduced and that the built and natural environment is resilient to climate change. We will use our planning policies to safeguard wildlife habitats, ancient woodland and veteran trees, and ecologically sensitive areas; and to ensure that development in the borough delivers sustainable communities, places and infrastructure, that are resilient to climate change and result in improvements to biodiversity. We will seek out opportunities to increase the levels of sustainable energy generation and electric vehicle chargers across the borough.’</i></p>

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11	Could any references to water be inclusive of the whole of Guildford borough, and not just Thames Water and the River Wey	That the Executive notes that the wording of recommendation 8, above, that is worded to reflect this feedback.
A more prosperous borough		
12	Could a reference be added to the night-time economy, and what we are doing to support this?	That on page 17, the wording of the outcome 'A vibrant and thriving town centre' be altered to: <i>'Guildford's historic town centre is central to the town's identity and its prosperity. We will continue to shape and support the town centre as a day and nighttime destination for local residents and visitors alike, supported by a vibrant social and cultural scene. We will continue to work with and support Guildford's Business Improvement District, Experience Guildford.'</i>
13	Could a reference be made to achieving Purple Flag designation, which signifies 'Excellence in the Evening and Night-Time Economy'?	That the Executive notes this feedback and whilst it is not specifically in the Strategy, this does not mean that we could not reapply for it at an appropriate time.
A more inclusive borough		
14	Could greater reference be made to older people, perhaps in photographs?	That as per recommendation 2.2 in the covering report, the imagery within the draft strategy be reviewed and finalised before publication. That the Executive notes this feedback from the committee and affirms the council's continued commitment to support the residents of Guildford, of all ages.

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Decent and affordable homes		
15	Could the title of this priority be amended to strengthen this priority?	<p>That the Executive:</p> <p>Notes this feedback from the committee.</p> <p>Notes the words ‘Decent’ and ‘Affordable’ are both underpinned by legal definitions¹ and, in line with the delegation given in 2.2 of the covering report, requests the Assistant Director for Strategy and Corporate Services review the presentation of this information prior to publication to make clear the basis of using these words.</p> <p>Agrees that whilst wording of this priority focusses on these words, the outcomes contained within the priority aspire for ‘high quality’ homes for all of our residents.</p>
16	Could a reference be made to the aspiration for the council to be a good landlord	That the Executive notes the outcome ‘Guildford borough’s tenants live in high quality homes and neighbourhoods’, which focusses on ensuring this aspiration is achieved, and that one of the means this outcome will be measured is through tenant satisfaction surveys.
A resilient and well-managed council		
17	Could further details and plans be set out for the collaboration with Waverley, and the plans to develop this?	<p>That the Executive:</p> <p>Notes the commitment within the draft strategy to continue the collaboration with Waverley Borough Council.</p> <p>Notes that the work is already in progress to revisit the collaboration business case to set out how the vision agreed by the Executive in November 2023 can be achieved and delivered.</p>

¹ Affordable housing definition: [Fact Sheet 9: What is affordable housing? - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/fact-sheet-9-what-is-affordable-housing.pdf); decent home definition: [A decent home: definition and guidance - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/a-decent-home-definition-and-guidance.pdf).

Overview and Scrutiny – Resources (11 July 2024)

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Overall comments		
18	Could recognition and acknowledgement be added to the draft strategy regarding the problems and challenges that Guildford faces?	That the Executive notes that the forthcoming delivery plans will set out these challenges, and how these will tangibly be addressed.
19	<p>Whilst welcoming this document and noting that there is nothing in it likely to be objected to by any member, as it stands it remains a list of aspirations. In order to assess what progress has been made by any future agreed date it will be necessary to provide much further detail, or the risk will be that we are reviewing this again in the future not knowing how far we have progressed.</p> <p>It is noted in 7.6 that work will begin on compiling an annual delivery plan and I would therefore recommend that the following be included in such a plan:</p> <p>Each recommendation or action stated in the plan needs to be accompanied by:</p> <ul style="list-style-type: none"> • A base starting point. Where are we now? • How and what specifically will we do to carry out the proposed action? • How much will it cost and how will it be funded? • What are the timeframes in the short and medium terms and when will it be fully accomplished? 	That the Executive notes this feedback that will be considered when the delivery plan is developed.
A more sustainable borough		
No recommendations from the committee		
A more prosperous borough		
20	As Guildford borough is a major centre for innovation, particularly through the research park, could further consideration be given to ensuring this is reflected in the strategy?	That the Executive notes the importance of the borough as a hub for innovation, and ensures that the forthcoming delivery plan is reflective of this.
A more inclusive borough		
No recommendations from the committee		

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Decent and affordable homes		
No recommendations from the committee		
A resilient and well-managed council		
21	Given the scale and importance of the collaboration with Waverley Borough Council, has consideration been given about what the destination of this?	That the Executive notes that as part of the Corporate Improvement Plan, a revisited cost-benefit analysis of collaboration is being undertaken over the summer of 2024.