



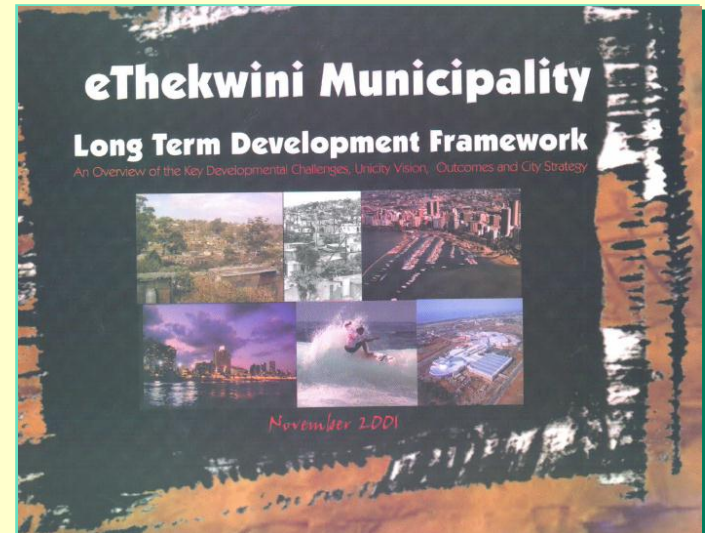
USAKOS TOWN COUNCIL



MUNICIPALITY OF OTJIWARONGO



Cheetah Capital of the world



An important point of departure:

- We acknowledge the confusion around terminology (CDS, TDS, IDP, SDF, Strategic Framework)
- As municipal/ city council planners, only YOU can decide what works best for your municipality/ city council
- The CDS process has a particular context and history... you need to reflect on this and determine which elements best fit YOUR MUNICIPALITY, given the unique context, size, scale, etc.
- A one size fits all approach can never work!
- What is offered are merely some guidelines and suggestions

TABLE EXERCISE

Please share with your group what you wrote down in eThekweni's Story re important elements to be contained in a good strategic plan...

Discuss as a table and identify the top three

Write each on a separate card

What the UCLG Policy Paper suggests:

GOVERNANCE ISSUES:

- CITIZEN PARTICIPATION was used as a resource for explicit local knowledge of the challenges and expectations.
- Involvement of the PRIVATE SECTOR which had transparently attracted investment.
- Self-government and AUTONOMY facilitated self-determinism for local governments.
- All SPHERES OF GOVERNMENT - COMMUNICATED and were committed to the same goal.
- The MAYOR backed the committed leadership driving the strategy.
- The municipal administration was ready for internal change.⁴

ON CDS CONTENT:

- strategy had been **DESIGNED**, rather than copied as “blueprints”
- implementation **PERFORMANCE INDICATORS** were established during the development process
- strategic actions were prioritized **BEYOND THE MOST URGENT** matters
- aspects of social, economic, institutional, cultural and physical change were attempted to be **INTEGRATED**

What the South African Cities Network (SACN) suggest:

- ✓ *Long term vision resulting in short term action*
- ✓ *Collective city vision (plan for municipal area, not just municipal plan)*
- ✓ *Focus on points of leverage for maximum impact*
- ✓ *Allocation of stakeholder roles and identification of diverse champions*
- ✓ *Manageable and empowering (comprehensible, not necessarily comprehensive)*
- ✓ *Targeted involvement of poor & marginalised communities*
- ✓ *Planning across boundaries and sectors (rural-urban linkages)*
- ✓ *Coordinated public sector spending*
- ✓ *Integrated city strategic framework*
 - *Tool for cross-sectoral integration and alignment*
 - *Guide to decision-making and trade offs*
 - *Outcomes based city development indicators* - from Andrew Borraïne, SACN

**What exactly
should our
strategic plan
contain?**

1. A clear, sharp **STRATEGIC ASSESSMENT** of both your municipality that outlines its internal challenges and the towns strategic challenges. In this assessment, an appreciation of its **COMPETITIVE ADVANTAGE** that must be exploited will be useful too
2. Recognising where the town is currently, a **WELL CRAFTED DEVELOPMENTAL VISION** that is powerful and imaginary, yet grounded in reality is key
3. A set of **GOALS** supporting the **VISION** and emanating from the **CHALLENGES** is key

4. A strategic action framework or ROAD MAP spelling out who will do what, when, with how much helps to operationalise the plan
5. A spatial development framework is useful in giving the plan a spatial dimension – tells us WHERE what will happen
6. A medium term expenditure framework (three years) that talks to the GOALS is important as it shows that the strategy drives the budget
7. A BALANCED SCORE CARD that underlies the performance management system is also useful

