

# SESSION FOUR: Developing a STRATEGIC FRAMEWORK for your municipality

4a: Determining your key opportunities & challenges

4b: Visioning and defining your purpose

4c: Setting a Road Map: developing action plans

- To understand the key elements of strategic planning and how they relate to each other
- To be empowered to implement a simple strategic planning process using the template provided
- To appreciate the importance of the drafting & signing of the ACCORD



**Source: UCLG Policy Paper on Urban Strategic Planning 2012**

### Specific Outcome:

- To be able to articulate a set of **KEY CHALLENGES** that we are faced with in our respective municipalities
- To reflect on a set of **OPPORTUNITIES** that we can build on when crafting our visions

As part of our STRATEGIC ANALYSIS, there are many tools that are employed by planners including SWOT, appreciative enquiry, SOAR, etc, etc .....

However, we found that essentially the key outputs are:

- A SET OF KEY MUNICIPAL CHALLENGES
- A SET OF OPPORTUNITIES that we can build on

## Video on Identifying Growth Opportunities

These challenges should cover both :

- *INTERNAL MUNICIPAL CHALLENGES* that affect us as an organisation
- *EXTERNAL CHALLENGES* that go beyond the municipality to address strategic service delivery / financial and governance issues

Critically, these challenges must be analysed in depth to understand the **ROOT CAUSES** and the **RELATIONSHIPS** between them

If our challenges are superficial, only addressing symptoms and are duplicated, then our strategies will not be powerful!



How do we develop these challenges?

In a workshop setting with politicians, officials,  
(and sometimes other key stakeholders) **we**  
use a **BRAINSTORMING SESSION** to let  
these emerge

The use of a **CASE STUDY** works best to  
get the creative juices going...

**Refer to CASE STUDY 1:**

**“What to Change”**

**Refer to CASE STUDY 2**

**“What to Change to” and “how to cause change to happen”**

### Specific Outcome:

- Participants understand the essence of **DEVELOPMENTAL LOCAL GOVERNMENT**
- Participants are able to understand who their **CUSTOMERS** are
- Participants are able to identify what makes a good Vision and Mission / Purpose Statement and can craft these

Let's start by each of us writing down the vision for our municipalities...

## Video on How to Write a Vision Statement

- Is it helpful in guiding our actions/choices for our city?
- Does it have a time frame?
- How do we use the Vision to position our city?
- Can we refine it?

We need to be clear about the destination (where exactly do we want our towns to be...)



We need to be very clear about the direction we need to take to get there

(this will inform our strategies and implementation)





We need to be clear about the distance we are traveling  
(visions to be time-bound)



We need to  
be clear  
about the  
means of  
travel

(how will we  
get there?)



We need to consider the condition of the road, pitfalls, hurdles and opportunities along the way...



**... we need to think about  
how our VISION  
leads to UNIFIED action  
in the  
municipality & the town**

- *Have we firmed up the focus of our vision and determined what kind of platform we need to build in order to deliver the prosperity we desire?*
- **Successful cities have all had clear visions behind which coherent choices are made and the core platforms built:**

City	Positioning	Choices Made
<b>Seattle</b>	Gateway for high-tech to the Pacific Northeast	<ul style="list-style-type: none"> <li>• Build export capability to Asia</li> <li>• Focus on creation of “family wage jobs”</li> <li>• Creation of marketing agency for software and biotech</li> <li>• Inner City Visits</li> </ul>
<b>Buenos Aires</b>	The environmental quality of life city	<ul style="list-style-type: none"> <li>• High vehicle emissions standards</li> <li>• Zoning barring industry to outskirts</li> <li>• Diverse and sophisticated cultural offerings</li> <li>• High quality city services (electricity, water, education)</li> </ul>

City	Positioning	Choices Made
<b>Singapore</b>	The most globally connected city in the world	<ul style="list-style-type: none"><li>· Major investment in telecom infrastructure</li><li>· Best-in-world business airport</li><li>· Obligatory education for at least first ten years</li><li>· Removal of restrictions on all international capital flows</li><li>· Support for local companies investing overseas</li></ul>

We need to be clear about:

- The destination, (Where)
- Direction we need to take to get there (Implementation)
- Distance we are traveling, (time)
- The means of traveling, (How)
- The condition of the road, and
- Pitfalls, hurdles and opportunities along the way





- Are our respective VISIONS helpful in guiding our actions/choices in the towns?
- Does it have a time frame?
- How do we use the Vision to position our town?
- Can we refine it? Do we want to ?

Again, let us quickly write down what we think is the **MISSION STATEMENT** currently for our municipality...

## Video on How to Write a Mission Statement

There are **THREE** key aspects to any effective MISSION:

“The purpose of the ????? Municipality is (1) to do **WHAT**..... (2) by (how we are going to achieve the what) (3) in order to (what outcome we are hoping to achieve)

## Specific Outcomes:

Participants are able to articulate a set of **STRATEGIC GOALS** for their municipality and develop templates that will detail out **STRATEGIES, TIMEFRAMES, BUDGETS AND RESPONSIBILITIES**

Our principle is to KEEP IT STRAIGHT AND SIMPLE

We use a simple template that outlines the following:

- Challenges
- Underlying causes
- Opportunities
- GOALS
- Strategies
- Budget
- Timeframes
- Responsibilities

OPPORTUNITIES	CHALLENGES What to Change	UNDERLYING CAUSES	STRATEGIC GOAL What to Change to	STRATEGY How to Cause Change to Happen	ESTIMATE BUDGET How much is it going to Cost	TIMEFRAME By When	RESPONSIBILITY Who
	Challenge 1	Cause 1		Strategy 1		Date 1	
				Strategy 2		Date 2	
				Strategy 3		Date 3	
				Strategy 4		Date 4	
		Cause 2		Strategy 1	Date 1		
				Strategy 2	Date 2		
				Strategy 3	Date 3		
				Strategy 4	Date 4		
		Cause 3		Strategy 1	Date 1		
				Strategy 2	Date 2		
				Strategy 3	Date 3		
				Strategy 4	Date 4		
	Cause 4	Strategy 1	Strategy 1				
		Strategy 2	Strategy 2				
		Strategy 3	Strategy 3				
		Strategy 4	Strategy 4				
Challenge 2	Cause 1	Strategy 1		Strategy 1			
		Strategy 2		Strategy 2			
		Strategy 3		Strategy 3			
		Strategy 4		Strategy 4			

- We explain the process in PLENARY, then break up into groups to work on GOALS that we volunteer for
- These are then debated in plenary to ensure that there is consensus and agreement on who is doing what
- M&E is key and we agree on how this will work



## EXAMPLE of ACCORD



**Blantyre City Council**  
**City Development Strategy Strategic Framework Workshop**  
**KABULA ACCORD**

Having deliberated at our City Development Strategy Strategic Framework Workshop held on 31<sup>st</sup> May to the 02<sup>nd</sup> June 2016 at the Protea Ryalls Hotel, we, the undersigned workshop participants, hereby pledge to honour and uphold our revised DRAFT VISION for the City of Blantyre and make concerted efforts to implement the FOUR point ACTION PLAN, within the agreed upon timeframes, by the agreed upon persons, as contained hereunder:

- The insights provided are from our own experience
- They are ideas / suggestions only
- YOU will need to reflect on what works best, based on your municipal needs / context
- Be bold, experiment try new things
- Have fun!