

# KALC Strategic Plan

2023-2026



Serving Parish & Town  
Councils in Kent



# ABOUT THIS PLAN



Cllr Neville Hudson  
KALC Chair

It's my privilege to present to you the KALC Strategic Plan 2023 - 2026. This plan revolves around the needs of our valued members, aiming to provide them with the resources they require precisely when they need them, encompassing an extensive range of templates, guides, toolkits, and hubs, all created with the invaluable insights from our recently appointed KALC consultants.

In addition to knowledge, we acknowledge the importance of fostering networking opportunities and facilitating the exchange of experiences and insights among our members. We are delighted to announce our commitment to this endeavour by offering complimentary online networking sessions for both Chairs and Clerks, along with the introduction of a dedicated Clerks written forum on our new website.

We understand that rural communities face distinct challenges, including limited access to essential services such as healthcare, inadequate road networks, and unreliable internet connectivity, all of which contribute to their isolation. Although KALC currently advocates for rural communities on various platforms, including the recently established Kent Rural Partnership, we believe there is more we can do to maximize our representation. Therefore, we propose the establishment of a Rural Agenda Working Group to actively gather feedback and address the specific needs of rural communities.

Finally, we acknowledge the immense potential for positive change in Kent when we collectively strive for a shared objective. Therefore, a pivotal focus in the forthcoming years will be the reinforcement of existing and potential collaborative partnerships.



# Our Priorities

Enhanced  
communication via  
blogs, vlogs and  
podcasts

Attention to the Rural  
Agenda

New toolkits,  
templates and hubs  
to create KALC's  
knowledge bank

Closer collaborative  
work with partners

Raising awareness of  
the sector

KALC Mediation  
Service

County campaigns  
on the inclusion of  
youth and diversity

Buddy system and  
forums



## **Strategic Plan: Building on and Strengthening Sector Reputation and Image**

### **Objective 1: Enhancing Communication and Engagement**

Action 1: Develop a comprehensive KALC Communications Strategy aligned with the new KALC website to improve communication with members. Ensure timely and relevant content delivery.

Action 2: Establish a dedicated communications hub on the website, providing resources and guidance to councils to enhance their social media presence and communication strategies.

Action 3: Launch a Public Relations campaign to improve the image of councils in Kent, raising awareness about the sector's essential role and encouraging participation in local governance.

Action 4: Collaborate with local sixth form institutions to promote youth involvement in councils. Produce guides and articles, promoting the creation of youth councils to bridge the gap between young citizens and principal authorities.

Action 5: Identify and engage with hard-to-reach groups, ensuring inclusivity and diversity in communication efforts.

### **Objective 2: Promoting Diversity and Inclusion**

Action 1: Establish a Diversity and Inclusion Task and Finish Group open to KALC members beyond the Executive Committee.

Action 2: Promote the Civility and Respect Project as part of diversity and inclusion initiatives, fostering a respectful and inclusive environment.

Action 3: Review and eliminate barriers to training, considering topics and learning styles, to ensure accessibility and inclusivity.



### **Objective 3: Supporting Aspiring Councils**

Action 1: Provide aspiring councils with access to resources and support, assisting them in their journey towards becoming a council.

Action 2: Create and disseminate content that demonstrates the positive impact of local councils, showcasing success stories to inspire and inform the community.

Action 3: Develop short video blogs for councils on sharing their success stories effectively with the community.

### **Objective 4: Strengthening Feedback and Member Engagement**

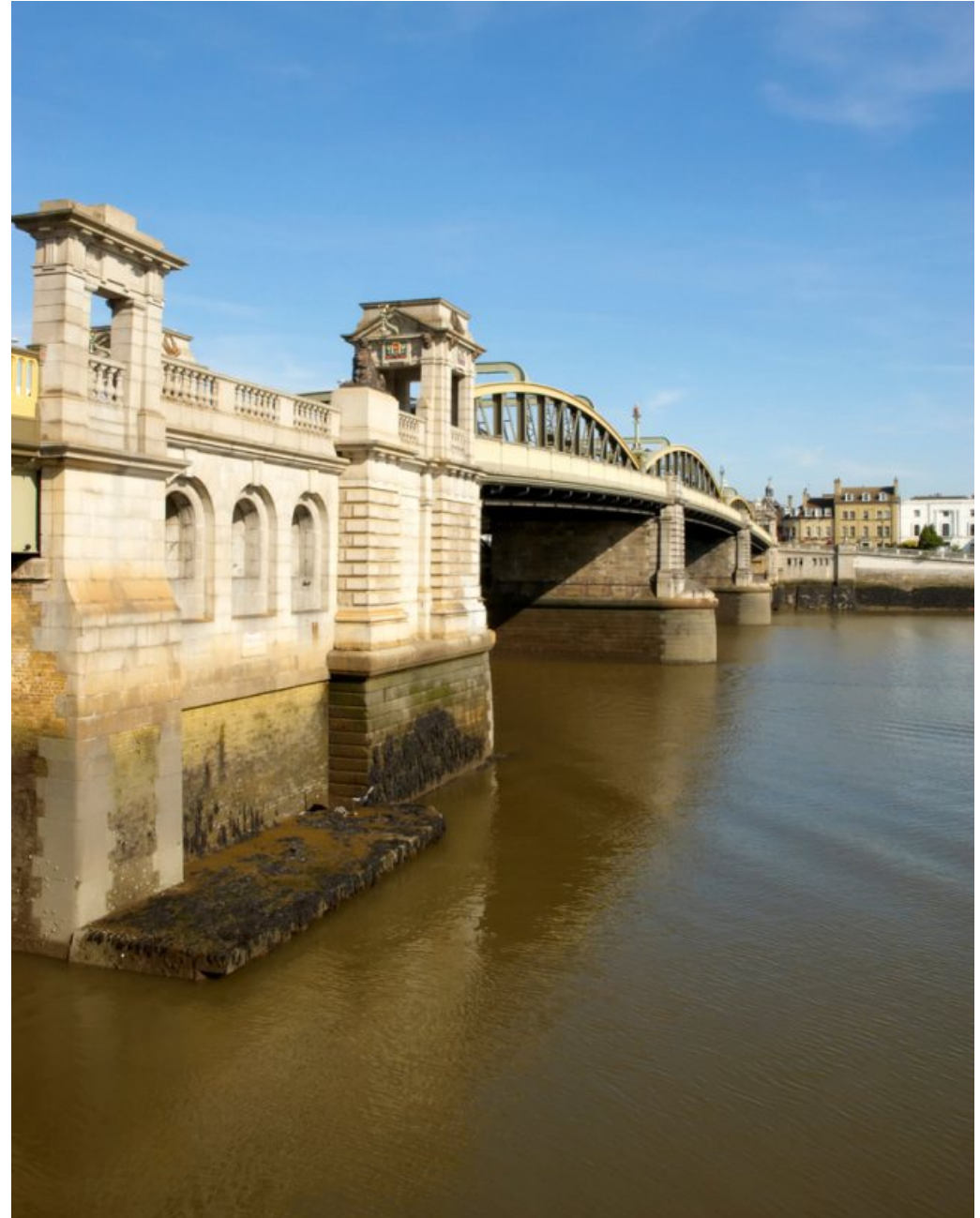
Action 1: Work closely with area committee chairs to facilitate feedback mechanisms between member councils and the KALC office, ensuring that concerns and suggestions are addressed effectively.

Action 2: Organise CEO roadshows to foster two-way conversations with KALC members, allowing for open discussions.

### **Objective 5: Expanding Revenue Streams**

Action 1: Build affiliate relationships with external partners, such as website providers, internal auditors, and payroll services, to create additional revenue streams for KALC.

### **Objective 6: Introduce Mediation for Councils in need.**





## **Strategic Plan: Enhancing the Knowledge Bank, Buddy System and Networks**

### **Objective 1: Knowledge Bank**

Action 1: Establish and maintain a robust knowledge bank to store and disseminate best practices, resources, and information.

Action 2: Develop and distribute theme-based toolkits, including community leadership, communication and engagement and health and wellbeing (including fundraising, needs identification and committee terms of reference).

Action 3: Create and regularly update best practice guides to provide step-by-step instructions for officers and councillors.

Action 4: Create and establish survey templates.

Action 5: Establish and maintain hubs including a climate change hub with information on next steps and funding sources, alongside the creation of model declarations for communities.

Action 6: Offer support and guidance on community transport services, exploring opportunities for creating a network of best practice on transport services.

### **Objective 2: Buddy System / Mentorship**

Action 1: Implement a buddy system / mentorship program.

Action 2: Facilitate networking sessions, such as free online Clerks and Chairs networking sessions, to foster collaboration and knowledge exchange.

### **Objective 3: Expand outreach and communication channels.**

Action 1: Launch regular podcasts, blogs, and vlogs to share knowledge and success stories.

Action 2: Create an online forum for discussions and knowledge sharing.



## **Strategic Plan: Collaboration**

**Objective 1: To establish and strengthen collaborative relationships with key stakeholders, including Principal Authorities, MPs, Kent Resilience Forum, emergency service providers, and other County Associations, in alignment with the values and objectives of KALC.**

Action 1: Strengthen relationships with key stakeholders and initiate joint projects.

Action 2: Communicate what is happening with stakeholders via blogs, vlogs, social media and the KALC news. Work with partners to create hubs.

Action 3: Seize opportunities to highlight partners at events such as the KALC AGM.

Action 4: Keep key contacts and information on KALC website.

Action 5: Engage districts in collaborative efforts including training.

Action 6: Collaborate with MPs on initiatives that align with the interests of KALC and NALC.

**Objective 2: Maintain partnership with the Kent Resilience Forum, working together to promote emergency preparedness plans within local councils.**

Action 1: Share resources (including powers to use in an emergency), expertise, and best practices related to emergency planning.

Action 2: Review the KALC Resilience Hub 6 monthly with the Kent Resilience Team.

Action 3: Continue collaborating with the Kent Resilience Team to provide councils with training events.

Action 4: Share information and resources to enhance community safety.





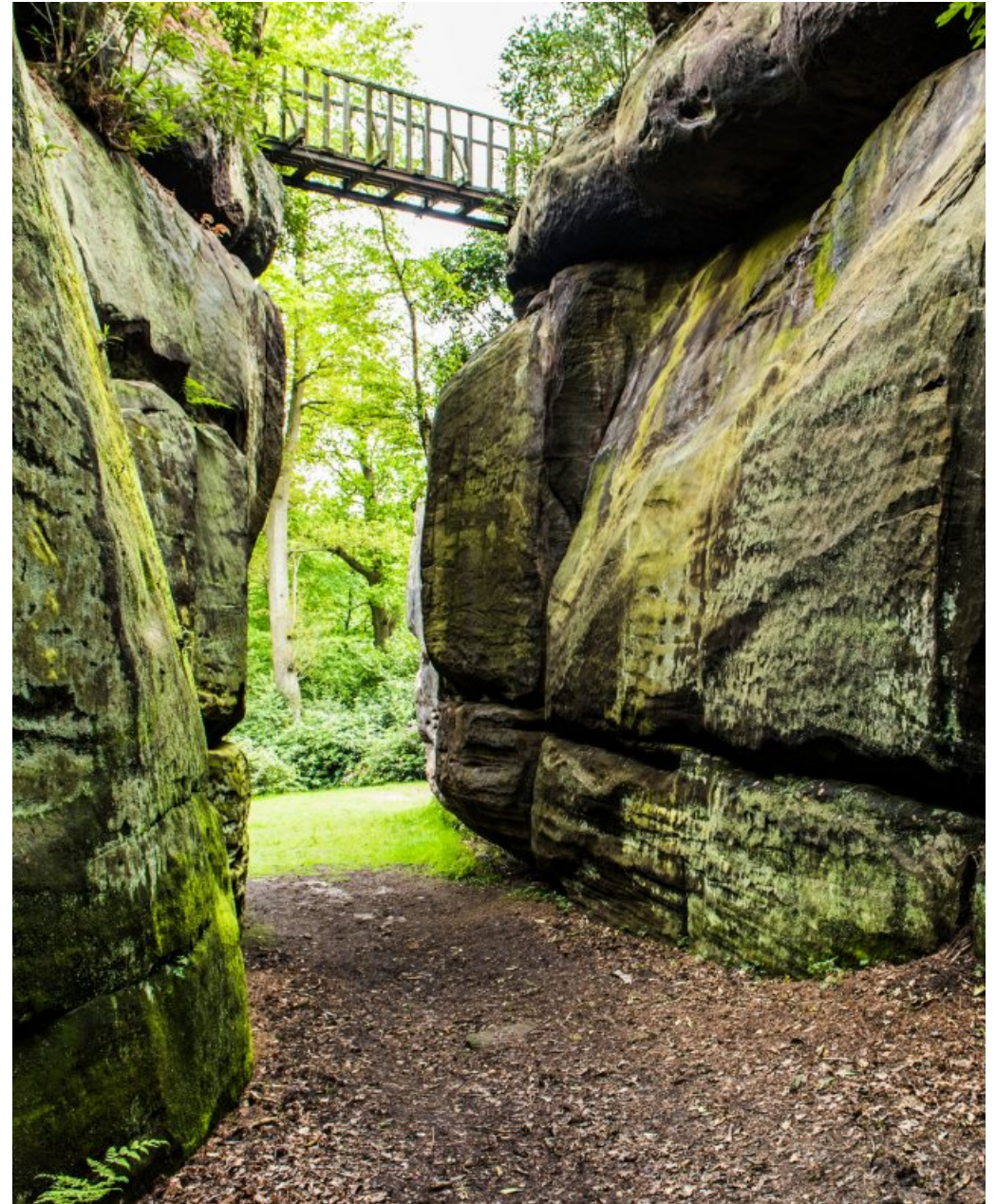
## **Strategic Plan: Rural agenda**

**Objective 1: To recognise and advocate the difficulties that rural communities are facing.**

Action 1: Set up a Rural Agenda Working Group to actively gather feedback and address the specific needs of rural communities.

Action 2: Dedicate a page in the KALC News to the rural agenda.

Action 3: Continue to work with ACRE to support the reinstatement of the Kent ACRE branch.





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