# How to conduct a current and future ambitions analysis

## Overall aim: what is the ambition of the town?

We need to establish what policy and strategies are already in place and if we want them to align.

## How do we do this?

Desktop research – identify key national, regional, council and town plans/strategies then undertake further content analysis of the six key high level plans. For example:

* Health and social care partnership plan
* Council plan
* Local Development Plan
* Economic plan
* Local Outcomes Improvement Plan
* Climate change plan

1. Create a ‘jamboard’ or use sticky notes to pull out all the key priorities across the plans and colour coordinate by plans.
2. Move sticky notes around into groups of similar themes.
3. Establish overlapping priorities – these are priorities that come up in more than one plan. Repeat this with the opportunities and challenges identified in the plans. Discuss with wider steering group.

## Next steps

* Feedback from steering group and continue this as a collaborative process.
* Link this with the work of our Local Intelligence Support Team colleagues who are researching the demographic experiencing the most inequality in the towns.
* How do the overlapping priorities link up with key funding opportunities?
* How the overlapping priorities link with third sector ambition and activities
* Repeat this process with our other towns and share our learning.