

APPENDIX 4

STRATEGY MAP

Where we are now?			
Question	Task	Action by	Completed?
What is the extent of the Council's tree stock	Council tree survey	Parks and Open Spaces (POS), Countryside Services (CS),	Started
Where/what are the important tree areas outside council ownership	Assessment of green corridors and other significant influences (woodlands etc)	POS, CS, Planning Services (PS)	Started
Who are the main stakeholders (see above)	Identify key stakeholders and invite participation	Working Party (WP) [includes Members, POS, CS, PS, others]	Yes
What tools and measures are available to us now	Assessment of existing control and management processes within ECC	WP	Yes
What are our strengths and weaknesses, where are the threats and opportunities	Assessment from ECC perspective, and from stakeholder group perspective	WP	Yes
Where do we want to be?			
Question	Task	Action by	
How do we identify our needs	Stakeholder consultation Public consultation data	WP	Yes
Do we agree with our vision	Discussion	WP	Yes
How do we achieve our vision	Set objectives to guide an Action Plan	WP	Yes
How we are going to get there			
Question	Task	Action by	
How do we build on our strengths	Tree management guidelines	POS, CS, PS	Ongoing
How do we overcome our weaknesses	Use of the action plan Timetabling	WP	Ongoing
How are threats and opportunities dealt with	Set out responses in the action plan	WP	Ongoing
How do we achieve objectives	Identify resources required	WP	Ongoing
How do we know when we get there			
Question	Task	Action by	
How do we know if we are successful	Stakeholder consultation and review	WP et al	Ongoing
How do we measure success or failure	Set a framework of measurable outcomes Reviewing and updating the Action Plan	Officers reporting to members	Ongoing