



## **Gedling Borough Council 2026**

### **A Vision for the Future Operation of the Council**

#### **1. The Council's Mission**

The Council's motto is "Omnibus Optimum", or "the best for all", and its mission is to make Gedling a Borough which is "healthy, green, safe and clean". In order to achieve this, the Council's ambition for itself is to become one of the very best Local Authorities. The Council will be clear about what kind of organisation it needs to be and what its objectives are; it will foster a culture of constant improvement, of always striving to be better.

#### **2. The Role and Purpose of the Council**

The fundamental role and purpose of the Council in the future will be to define and then deliver the vision for the future of the Borough as set out in the Community Strategy. To do this it will:

- 2.1 Be a strategic planning organisation, working with partners within the Borough and across the conurbation and County to promote the best interests of the Borough, its residents and the Council's customers.
- 2.2 Have a positive approach to community engagement and communications in order effectively to develop community aspirations.
- 2.3 Have a clear customer focus and commitment to design, commission and deliver services around the needs of the customer.
- 2.4 Be willing to work together with other organisations – whether in the public, voluntary or private sector – in order to secure the delivery of services which are of the right quality and at the right price.
- 2.5 Be an organisation which operates at the highest levels of efficiency and effectiveness.
- 2.6 Be an organisation which is:
  - (i) Driven to deliver value for money
  - (ii) Principled
  - (iii) Pragmatic
  - (iv) Forward looking and flexible
  - (v) Innovative

3. The Culture of the Council and its Ways of Working

- 3.1 The Council's culture will promote:
- 3.1.1 Vigorous and imaginative leadership
  - 3.1.2 A commitment to being a good employer and applying good employment practices
  - 3.1.3 An awareness of the advantages and availability of new technology and a willingness to use this to the full in order to achieve efficiency and effectiveness, as well as the ability to understand how new technology can be used to transform the way in which the Council works and the drive to act on that understanding.
  - 3.1.4 A pride in the job and a determination to achieve the highest possible standards of quality.
  - 3.1.5 A willingness to learn and be self-critical, an openness to external influence.
  - 3.1.6 An understanding of the importance of evidence and data as the basis of sound decision making and service planning.
  - 3.1.7 A flexibility of approach and a commitment constantly to adapt and develop services and processes – a commitment to look for improvement opportunities rather than wait for some kind of breakdown. No matter how well we might think we are doing, we need to say to ourselves, "We can and will do better than that".
  - 3.1.8 An ability and willingness to identify and respond quickly and positively to events and changing circumstances.
  - 3.1.9 A pragmatic, rather than dogmatic, approach to the service delivery; the direct, in-house provision of services can provide best value and maximum responsiveness and flexibility, but if genuine service improvements or greater effectiveness can be achieved through provision by some other means, then this should be considered.
  - 3.1.10 A belief in the importance of equality of opportunity and fairness, of the need for our services to be accessible to all and the importance of being responsive to the needs of all our customers and all communities in the Borough.
  - 3.1.11 With regard to all services, whether procured externally or provided and run directly, a focus on sustainability, quality, reliability, efficiency and value – on ensuring the Council's tradition of "high quality at reasonable cost" is maintained.

3.1.12 A belief in the traditional imperatives of good governance, propriety and sound stewardship of public resources, all designed to ensure that the maximum possible proportion of the Council's resources is devoted to securing the delivery of the vision and front line services, minimising inefficiency and overheads.

3.1.13 A culture of mutual co-operation and support, of working together to achieve common corporate goals rather than separate departmental ones. A culture of corporatism rather than departmentalism.

3.1.14 The highest standards of integrity and conduct in the way councillors and employees perform their roles.

3.2 The Council's people management strategy and workforce development plan will ensure that the Council has a workforce which is fit for this purpose both in terms of capabilities and attitudes. The set of values annexed to this vision and the "Gedling Employee" are defined sets of values and behaviours which are based on this operational strategy. These will form the basis of future staff development programmes and recruitment processes; all staff will be expected to demonstrate them in the way in which they go about their jobs.

#### 4. Measure of Success

4.1 The Council's progress in achieving this vision will be measured by the following as incorporated from time to time in the Council Plan:

- (i) Public and customer satisfaction surveys
- (ii) Performance data and key performance indicators
- (iii) Financial performance and efficiency
- (iv) Audit Commission judgements and assessments
- (v) Staff satisfaction survey results

## Gedling Borough Council – Organisational Values

### Introduction

When we say that we value something, we are saying that it is important to us. That it matters so much that it affects the way we think and the way we behave. Listed below are the six values that we want to underpin the way we do things at Gedling Borough Council. We want these values to be 'lived out' on a day to day basis in the work that we do and in the relationships that we have with each other, with customers and with partners.

### Customer and community focused

We exist to serve the people of Gedling and to improve the quality of their lives. This means that we need to keep their perspective at the forefront of our minds, for example, when we plan and provide services, make decisions and spend our money.

### Value Driven

We are committed to providing value for money in every aspect of what we do. This is something that we want to be known for – high quality products and low costs. To achieve this, we will get the best out of all the resources available to us, especially our staff who are our most valuable resource.

### Principled

We believe that there is something special about being an organisation that is elected by local people and we take our accountability to them very seriously. We want a reputation for integrity; for being professional, open and honest; an organisation that does what it says and is prepared to take difficult decisions for the benefit of its residents and businesses.

### Pragmatic

We will organize and provide our services in the most cost effective way and not tie ourselves down to a particular way of doing things. We will be guided by "What works best for Gedling" rather than by any particular view that prevails at the time about outsourcing, partnership or in-house service delivery. We will concentrate on the things that matter most and spend our energy looking for solutions not problems.

### Forward looking and flexible

We cannot afford to stand still. Things around us are constantly changing. Customer expectations are rising, new technologies are emerging and financial pressures are increasing. We will keep looking ahead, anticipate change where possible, initiate change where it is needed and respond positively.

### Innovative

We want to be an organisation that is hungry for improvement. That examines itself and others to find new and better ways of working. An organisation that encourages its people to show initiative and to think differently and imaginatively.