



Report to Cabinet

Subject: Council Vision, Values, Priorities and Objectives

Date: 1 September 2011

Author: Head of Strategy and Performance

1. Purpose of the Report

- To secure formal endorsement for a new strapline and revised vision, values, priorities and objectives for the Council.

2. Background

Following Borough Council elections held in May, Cabinet members have given consideration to what the Council's vision, values and priorities should be for the future, and how these might be encapsulated in a strapline (in effect a Statement of the Council's fundamental purpose).

In doing this, members have drawn on both manifesto commitments and on evidence about the current State of the Borough.

The proposed strapline, vision, values and priorities for the Council arising from these discussions are attached at **Appendix A**. Draft objectives for each priority are also proposed.

Once agreed, these will drive the Council's future budget and service planning. Objectives for each priority will be refined further through this process.

They will also shape the Council's discussions with partners to address the Borough's needs and will be widely communicated to employees, stake holders and the wider community.

3. Recommendation

Cabinet is **recommended**: -

- To recommend to Council that the strapline, vision, values, priorities and draft objectives be adopted

Appendix A

Strapline (Statement of our Fundamental Purpose)

Serving People; Improving Lives

Vision (What we want to create)

The best place to live and work and the best Council around - best through the eyes of residents and staff

Values (How we want to behave; what we want our Council to be like)

A caring and fair Council (one that treats customers, residents, partners and staff well; one that is a pleasure to deal with; one that champions the needs of disadvantaged individuals and groups)

A listening Council (one that welcomes different perspectives; is open to feedback; one that listens to and involves the people it serves)

An ambitious Council (one that wants the very best for its public; one that innovates; sets the pace; is never satisfied and constantly hungry for improvement)

A responsive Council (one that delivers and meets its promises; one that knows and understands its public; is sensitive to different needs and acts accordingly)

An efficient Council (one that is responsible with its resources; that avoids waste and makes the most of what it has; one that seeks out new funding opportunities)

Priorities

- People
- Homes
- Jobs
- Place
- Performance
- Recreation

DRAFT PROPOSED OBJECTIVES (AUGUST 2011)

PRIORITY	OBJECTIVES
PEOPLE	<p>Reduce anti social behaviour, crime and the fear of crime</p> <p>Give people more say, choice and ownership of local facilities and services</p> <p>Increase pride and personal responsibility</p> <p>Increase the support to, and profile of, elected members</p> <p>Improve health outcomes for local residents</p>
HOMES	<p>Improve the quality of housing</p> <p>Minimise the incidence of homelessness</p> <p>Provide more homes of the right type and in the right places</p>
JOBS	<p>Improve local skills levels</p> <p>Grow new local businesses and develop existing ones</p> <p>Reduce unemployment</p> <p>Re-vitalise local shopping centres</p>
PLACE	<p>Reduce the volume of waste generated and increase recycling</p> <p>Regenerate priority neighbourhoods</p> <p>Reduce the Council's and the Borough's carbon footprint and energy usage</p> <p>Keep our streets, parks and open spaces clean, tidy and attractive</p> <p>Enhance the profile of the Borough; celebrate and protect its heritage and sense of identity.</p>
PERFORMANCE	<p>Improve the customer experience of dealing with the Council</p> <p>Increase value for money to customers</p> <p>Improve staff satisfaction and morale</p>
RECREATION	<p>Increase participation in leisure and culture</p> <p>Encourage more people to appreciate and enjoy the local environment</p>