

## Bath & North East Somerset Council

MEETING:	Cabinet	
MEETING DATE:	8 <sup>th</sup> February 2011	EXECUTIVE FORWARD PLAN REFERENCE:
		E 2319
TITLE:	The Council's Vision and Values	
WARD:	All	
<b>AN OPEN PUBLIC ITEM</b>		
<b>List of attachments to this report:</b>		
None		

### 1. THE ISSUE

Bath and North East Somerset is a unique place in the heart of the West of England. It has a beautiful natural and built environment, inspiring people and communities and outstanding schools, colleges and universities. It has a knowledge economy based on strengths in creative industries, financial and business services and technology related activities, a developing low carbon sector alongside thriving tourist and retail sectors. The challenge is to build on these assets and our successes and continue to provide quality services during tough times.

The Council faces a number of key challenges - a tough economic situation, tighter financial constraints, radical changes in Government legislation and increasing pressure on services with an aging population and increasing unemployment particularly amongst the young and vulnerable.

Although the Council has been successful in delivering greater efficiencies to meet these challenges, like other local authorities it needs to continue to prioritise and protect frontline services, especially for the vulnerable. In addition, extensive changes in national policy will transform the delivery of local public services to create new relationships between councils and communities, referred to as "Localism". This will involve the Council increasingly becoming a commissioner of services rather than a direct service provider.

To address these issues the Cabinet has

- Refreshed the Vision, maintaining the general direction of travel but with a change of emphasis that puts People and Communities first.
- Replaced the previous eight priorities with three objectives that will start to deliver the vision over the next few years
- Created a series of outcomes so that we and our communities can better measure our performance

- Developed values to determine the kind of organisation the Council wants to be.

These developments have been the subject of consultation with all Council Members and senior managers and are set out in this report for adoption.

## 2. RECOMMENDATION

That the Cabinet agrees:

- The refresh of the Council's Vision.
- To replace the Council's previous eight priorities with three objectives that describe what it is trying to achieve and enable it to focus resources.
- To update its values to reflect how the Council will operate and the kind of organisation it will be.
- To communicate these developments to the public and staff.

## 3. FINANCIAL IMPLICATIONS

The Visions and Values will form a key consideration in the allocation of resources by the Council particularly as part of the annual Budget process for development of the Medium Term Service and Resource Plans.

## 4. THE REPORT

**The Vision** has been refreshed to focus on the current challenges. We have retained the same general direction of travel but with a change of emphasis that puts people first and communities at the heart of everything we do. The vision is now:

### **Bath and North East Somerset:**

- **Where everyone fulfils their potential**
- **With lively, active communities**
- **Unique places with beautiful surroundings.**

What this Vision means:

### **Where everyone fulfils their potential**

People that are

- Valued and come first
- Citizens who actively engage
- Proud of where they live
- Happy and fulfilled.

### **With lively, active communities,**

Communities that

- Thrive
- Are fit for the future

- Are shaped by our citizens
- Are low carbon and resource efficient.
- People love to be part of.

### **Unique places with beautiful surroundings.**

Unique places that

- Give us a great quality of life for work, leisure and sport
- Have a strong economy promoting local businesses
- Value the contribution of local people, students and tourists
- Are building for a greener/ low carbon future
- And where local communities flourish.

To deliver the vision over the next few years the Cabinet has developed **3 objectives** that will also help to prioritise services:

- **Promoting independence and positive lives for everyone**
- **Creating neighbourhoods where people are proud to live**
- **Building a stronger economy**

### **The outcomes for Promoting Independence and Positive Lives for Everyone are:**

- The people most in need are supported to live full active lives.
- Older people are supported to live independently.
- Children and young people enjoy their childhood and are prepared for adult life.
- Schools develop and extend their role in the local community.
- There are activities and opportunities to help young people to make a positive difference to their lives and communities.
- People have developed their skills and use them to improve their community.
- Everyone has the opportunity to participate in sports, leisure and cultural activities.
- Everyone has the opportunity to enjoy a healthy lifestyle.

### **The outcomes of Creating Neighbourhoods where People are Proud to Live are:**

- Where people feel safe.
- There are decent affordable homes in private and social sector.
- Clean streets and open spaces.
- Where local people actively lead the delivery of improvements in their community.
- Where decisions are made as locally as possible.
- Where there is easy access to public services and local amenities.
- Reduced inequality between communities across Bath & NE Somerset.
- Communities that have adapted to changes in our climate and are not dependent on high carbon energy.
- Recycling and reduction in waste continues to be extended with residents increasing their responsibility for minimising waste.

### **The outcomes of Building a Stronger Economy are :**

- A broad range of job and employment opportunities that recognise the different needs of rural, town and city communities.
- Where people are able to travel easily with reduced traffic congestion and pollution.
- With strong local business sector, tourism, and local shopping.
- The quality of the environment is maintained or enhanced.
- Key development sites are delivered to increase the number of local businesses.
- A diverse low carbon economy with growth in the knowledge, creative, sustainable energy, environmental and ICT industries.

## **Values**

The kind of organisation the Council wants to be:

**A listening Council with active citizens that reaches every community and culture.**

The Council will operate efficiently as:

- **An open and engaging Council that empowers communities**
- **An enabling Council making things happen**
- **A Council that is positive about working with others**
- **A Council that works in partnership with a range of public, private and voluntary organisations**
- **A Council that makes decisions at the right time and level**
- **A Council that makes services easy to reach**
- **An organisation that encourages continuous learning and improvement.**

## **5. Process for delivering the Vision, Objectives and Outcomes:**

Once agreed, the Council's existing planning and delivery framework will be revised to incorporate the new vision, objective and outcomes so that there is clarity in how this will be delivered. Greater detail and context will be provided in the Council's Corporate Plan which will be available in May 2012. The Vision, Objectives and Outcomes will be delivered through Medium Term Service and Resource Plans and the Service Delivery Programme process.

These objectives cannot be delivered by the Council alone. It is important that we create even stronger relationships between the public, private and voluntary sector so that we can deliver this vision and objectives together with our partners – the police, schools, the health service, community organisations, local businesses, local people

and communities. In this way we will champion “joined up services” that are efficient and meet local need.

**RISK MANAGEMENT**

The report author and Lead Cabinet member have fully reviewed the risk assessment related to the issue and recommendations, in compliance with the Council's decision making risk management guidance.

**EQUALITIES**

This new vision for the Council is grounded in equality principles and seeks to create local service provision that is inclusive and fair to all. Full Equality Impact Assessments (EIAs) will be conducted by service areas as they implement this vision and develop their Service Action Plans.

**RATIONALE (MANDATORY)**

The Council’s strategic direction has been reviewed to ensure that it is appropriate and relevant to allow clarity for prioritisation and decision making in accordance with the challenges facing the Council, now and in the next few years. The strategic direction has been set by the Cabinet in consultation with elected members.

**OTHER OPTIONS CONSIDERED (MANDATORY)**

None, development of the vision and values has been an iterative process including consultation with elected members.

**CONSULTATION**

*All Councillors; Cabinet members;*

Consultation was undertaken through a series of workshops to consult with Strategic and Divisional Directors (including *Section 151 Finance Officer; Monitoring Officer,*) with a consultation event specifically arranged for all Members.

**ISSUES TO CONSIDER IN REACHING THE DECISION**

*Social Inclusion; Customer Focus; Sustainability; Young People; Human Rights; Corporate;*

**ADVICE SOUGHT**

The Council's Monitoring Officer (Divisional Director – Legal and Democratic Services) and Section 151 Officer (Divisional Director - Finance) have had the opportunity to input to this report and have cleared it for publication.

<b>Contact person</b>	<i>John Everitt 01225 477410</i>
<b>Sponsoring Cabinet Member</b>	<i>Councillor Paul Crossley</i>
<b>Background papers</b>	<i>None</i>

**Please contact the report author if you need to access this report in an alternative format**