



Northumberland

County Council

CABINET

Date: 29 April 2019

VALUES IMPLEMENTATION PLAN FOR THE COUNCIL

Report of the Executive Director of HR/OD and Deputy Chief Executive

Cabinet Member: Councillor Nick Oliver, Corporate Services Portfolio & Cabinet Secretary

1. Purpose of report

- 1.1 To approve the Council's revised mission, vision and values and endorse the Implementation Plan to embed the across the Council.

2. Recommendations

Members are recommended to:

- 2.1 **Endorse the revised vision and values and support the implementation plan to embed the Council's vision, mission, key objectives and values across the Council.**

- 2.2 **Receive further updates as required.**

3. Background

- 3.1 It is proposed that the vision, mission, key objectives and values to be implemented which have been aligned to the Corporate Plan and consulted on with staff are:

Our Vision

“A Council that works for everyone”

Our Mission

- “We want to be efficient, open and work for everyone” How
- “We want you to feel safe, healthy, and cared for” Living
- “ We want you to love where you live” Enjoying
- “We want you to have access to the things you need” Connecting
- “We want you to achieve and realise your potential” Learning
- “We want to attract more and better jobs” Thriving
- “We want to make a difference” Success Measures

Key Objectives

- Ensuring our services are customer focused
- Supporting communities and staff to embrace change and innovation
- Involving communities and staff in decisions which affect them
- Supporting communities to feel safe and well
- Creating a healthy and positive environment

Our Values

- Residents first
- Excellence and Quality
- Respect
- Keeping our communities safe and well

Our Sub-Values

- Residents first
 - Respond to the needs of all of our residents
 - Provide the right information at the right time
 - Deliver services that have positive outcomes for the community
- Excellence and Quality
 - Respect the diverse communities that we serve
 - Act on feedback to ensure the best customer journey
 - Look for opportunities to improve customer experience
- Respect
 - Build strong and long lasting relationships based on trust and mutual respect
 - Involve communities and staff in decisions which affect them
 - Support communities to embrace change and innovation
- Keeping our communities safe and well
 - Quality and Safety will be at the heart of everything we do

- We will empower our residents to do as much for themselves as possible
- We set clear standards and report against them

3.2 As part of the consultation process, focus groups have been held with staff as part of an engagement plan where staff have contributed and designed the values so that they focus on meaningful descriptions which assist staff to reflect delivering high standards of Council services to residents.

4. Implementation Plan

4.1 It is proposed that the following activities commence in April 2019 in order to embed the Council's revised vision, mission, key objectives and values:

- Cabinet consider and endorse revised values.
- A launch with the senior management team identifying the clear linkages of the vision, mission and key objectives to the Corporate Plan
- To use the values and sub-values as a structure for the recruitment, appraisal, leadership, management and expectations of staff, in terms of demonstrating the values on a day to day basis within their work.
- To provide a full launch of the staff values through a gradual campaign of awareness which will include:
 - Digital signage including screensavers
 - Posters
 - Website information
 - An updated Code of Conduct
 - Awareness through values aligned activities such as recruitment, appraisal, reward and recognition (including the staff awards) etc

5. Conclusions

5.1 The promotion of positive organisational values will strengthen staff engagement and commitment to the organisation together with providing residents with a clear aspiration and consistent application of the organisations work and service to them across the County.

Implications:

Policy:

It is important that the work on refreshing the Council's values is completed in line with the Council's Corporate Plan.

Finance and value for money:

Any costs associated with introducing and embedding the council's values will be met from within existing resources. It is also

expected that the values will have an increased positive impact on recruitment and retention of staff as we will recruit, appraise, manage and retain staff through the use of values.

Legal:	N/A
Procurement:	N/A.
Human Resources:	Human Resources processes will be redesigned to incorporate values based activities such as recruitment and appraisal.
Property:	Not applicable
Equalities:	The vision, mission, key objectives and values will not affect any disadvantaged group.
Risk Assessment:	N/A.
Crime and Disorder:	N/A
Customer Consideration:	It is vital that staff and residents are clear on the Council's commitment and priorities and this is a further way of demonstrating this.
Carbon Reduction:	Not applicable
Wards:	Not applicable

Background papers:

Nil.

Report sign off:

Executive Director of Finance and S151 Offier	Annabel Scholes
Monitoring Offer/Legal	Liam Henry
Relevant Executive Director	Kelly Angus
Chief Executive	Daljrit Lally
Portfolio Holder(s)	Cllr Nick Oliver

Author and Contact Details

This report has been prepared by Kelly Angus, Executive Director of HR/OD and Deputy Chief Executive. Contact details: Telephone Number 01670 622875 or email kelly.angus@northumberland.gov.uk