

1 September 2010

THE NEW VISION FOR ARGYLL AND BUTE

1. SUMMARY

- 1.1 Argyll and Bute Council is on an improvement journey and is committed to changing the way it works in order to provide Best Value services. In light of this, the Council has committed to reviewing its vision and values in line with the changing external environment, both financial and political, the review of its corporate plan and the implementation of its new communications strategy. As the vision is joint one with the Community Planning Partnership, the Council has opened up the review of the vision to partners for consideration.

2. RECOMMENDATIONS

- 2.1 It is recommended that the Bute and Cowal Local Area Community Planning Group:
- notes the contents of this report and provides feedback on the proposed new vision and values highlighted below in relation to the identified priorities in the area
 - notes that a further report will be provided to the CPP Management Committee in September, once feedback from areas has been gathered

3. BACKGROUND

- 3.1 The CPP's current vision is to be the Leading Rural Area by working for vibrant communities, an outstanding environment and by being forward looking. There are a number of questions around what is meant by 'Leading Rural Area' in that it is not clear to all stakeholders whether we mean that we want to be *the* leading rural area; *Scotland's* leading rural area; or *a* leading rural area and it is therefore difficult to measure whether or not we are achieving it.
- 3.2 Feedback on this vision has suggested that it may not be fully inclusive or reflective of the diversity of the area. For example, Leading Rural Area does not necessarily apply to our larger towns. With this in mind, we aim to review / develop our vision to make it all encompassing, realistic and measurable.
- 3.3 As we are becoming much more outcome focused through our Single Outcome Agreement, our vision needs to explicitly reflect this. Considering that we are facing a significant period of change in light of challenging budgets and an extraordinary external political environment, it is suggested that we consider a

joint vision, which is ambitious, yet realistic and something that is measurable and meaningful to all of our stakeholders.

3.4 As an area, we have lots of potential on all levels and the suggested theme for a revised vision would be around *Realising Our Potential*. This theme translates into all areas of service delivery and it can be easily applied to everything we do to ensure that we are delivering Best Value services to the communities of Argyll and Bute e.g. Realising the potential of individuals, communities, partners and the area overall. The consistent use of, and clarity of our vision, will be imperative to ensuring that we can achieve it. This is why we need to ensure that we get it right.

3.5 The proposed vision and values for Argyll and Bute Council is highlighted below and its adoption by the CPP is open for consideration:

Argyll and Bute - Realising Our Potential Together

- *We involve and listen to our customers and communities*
- *We take pride in delivering best value services*
- *We are open, honest, fair and inclusive*
- *We respect and value everyone*

3.6 Measurement of our daily activities should contribute to establishing how far we are *Realising Our Potential*. We can measure this on a number of levels and from a CPP perspective, at an area level, through the emerging Local Area Scorecards, the Community Planning scorecard and through our SOA annual report. The Planning and Performance Management Framework, already in place, will provide a systematic and effective approach to measuring how far we are achieving our vision through all that we do in partnership.

4. CONCLUSION

4.1 In order to develop a realistic and inclusive vision that will be achievable, it is important that all stakeholders are in agreement to review the vision and provide feedback on the proposed new vision. Feedback can be provided by emailing chief.executive@argyll-bute.gov.uk or by calling 01546 604420.

For further information contact:

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