

1 Introduction

The Community Planning Partnership Management Committee previously agreed to review the current vision and values and agreed to the draft vision and values being circulated for consultation with partners in Autumn 2010.

The proposed vision and values were presented to the Local Area Community Planning Groups and wider focus groups across Council services. The feedback was very positive and the Management Committee subsequently agreed to adopt the revised vision and values.

2 Recommendations

	That the Community Planning Partnership:
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3 Background

The Community Planning Management Committee agreed to move away from the current vision of 'Leading Rural Area' in order to adopt a vision that is more inclusive, measurable and applicable at all levels.

Consultation on the revised vision theme – 'Realising Our Potential' began in August 2010. The 'Realising Our Potential' theme has been discussed at each of the Local Area Community Planning Groups. Almost 100% of those who fed into the process were happy to move away from the current vision – Leading Rural Area, to move to something more inclusive, realistic and measureable.

Overall feedback on the draft reviewed vision and values has been positive with some excellent and constructive suggestions made. All comments were considered and fed into the rewording of the original drafts circulated for comment. 'Community' was a popular theme that participants felt should be explicitly referred to. In addition, value, openness and respect have been highlighted regularly as important factors.

4 Final Vision and Values

There have been no further suggested amendments to the draft vision and values from the last stage of consultation as all those consulted were happy and in agreement with the proposal. The final vision and values are therefore:

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*

This is a vision that underpins all that we are trying to achieve and all that we should encourage one another to achieve. This vision translates into all areas of partnership working and can be easily applied to everything we do to ensure that we are delivering best value services to all of our stakeholders.

5 Conclusion

The consistent use of, and clarity of our vision, will be imperative to ensuring that we can achieve it. The commitment to, and effort to, live our agreed values will ensure that we foster a consistent culture, standard of behaviours and way of doing things across our partnership.