



WEST NORTHAMPTONSHIRE SHADOW AUTHORITY

SHADOW EXECUTIVE COMMITTEE MEETING

12th February 2021

Report Title	Vision and Values – West Northants Council
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Contributors/Checkers/Approvers		
Chair/Vice Chair Vision and Values Task and Finish Group	Cllr Ian McCord, Leader And Task and Finish Group Chair	01/02/21 email approval
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List of Appendices

Appendix A – WNC Final Output Vision and Values Taskforce

Appendix B – Summary Output Stakeholder Workshops

1. Purpose of Report

- 1.1. The purpose of this report is to present the outcome of the work of the West Northants Task and Finish group on the Vision and Values for the Council and seek a decision on the vision statement and values to be adopted by the new Council going forward.

2. Executive Summary

- 1.2. The Vision and Values Task and finish group was established to develop an organisational vision for the new Council and the culture we want in the form of the values and behaviours that would guide what we do internally and externally.
- 1.3. Members undertook a series of sessions supported by HR and Learning and Development officers to help develop initial ideas. These have been

thoroughly tested with a wide range of stakeholder groups in interactive sessions.

- 1.4. The work of the group has now concluded and this paper now sets out two potential options for the West Northants Vision and a single set of Values that reflect the output of the group and stakeholder and now require an executive decision and approval to be formally adopted.
- 1.5. Our Vision will form the foundation of what we stand for as a Council and organisation and our aims and objectives will flow from it informing all future decisions.
- 1.6. Our values act as a charter for our employees, our managers and our customers making clear what we expect of our workforce in how they work and serve residents and businesses and how customers and our staff can expect to be treated. The values will also provide a guide to partners and stakeholders on how we will behave and engage with them and the ethos under which we operate.

3. Recommendations

- 3.1 It is recommended that the Shadow Executive Committee:
 - a) acknowledge with thanks the feedback from community, customer, members and staff (Appendix A and B).
 - b) select the vision option that the executive feel best represents the ambition of West Northants Council (Appendix A), and
 - c) Approve the suggested “Values Charter” set out in Appendix A to be developed to drive the new council and its culture.
- 3.2 The reason the recommendations are made in order to conclude the work of the task and finish group, reflect the feedback received and ensure that the Council has a clear purpose and culture to use in all communications going forward.

4. Report Background

- 4.1 The vision and values task group was set up as part of the Future Northants programme and included a cross party group of members.
- 4.2 A number of sessions were undertaken by the group supported by HR, learning and development and communications officers and an initial set of potential vision and values statements were created having considered the Councils purpose and aspirations and having looked at good practice.
- 4.3 The group wanted to test these initial thoughts with stakeholders and get their feedback on. Seven workshops were held with the following stakeholders:
 - Residents
 - Schools
 - Stakeholders
 - Employees

- Trade Unions
 - Children and Young People's Panel
 - Members
- 4.4 At the session stakeholders gave feedback to the following questions to help define the Vision, Core Values and Behaviours for West Northamptonshire Council as an organisation:
- Q1: What ambition should the Council have?
 - Q2: What does us being the best council mean to you?
 - Q3: What would you like to see change?
 - Q4: What kind of organisation do we want to create?
 - Q5: What do you think should be the purpose of this organisation?
 - Q6: What would success look like?
 - Q7: What do you think about the draft vision statements?
 - Q8: What values are most important?
 - Q9: How many core values should there be?
 - Q10: What would be the behaviours you expect to be demonstrated?
- 4.5 The sessions were well attended and the outputs were collated – these are set out in Appendix B.
- 4.6 The stakeholder output was reviewed to create two potential Vision straplines and statements that best represented the views and themes emerging from stakeholders. These were:
- 4.7 Option 1: **West Northamptonshire Council: A great place to live, work, visit & thrive** – *“Our ambition is simple: to make West Northants a great place to live, work and visit – a place where everyone can thrive “*
- 4.8 Option 2: **West Northamptonshire Council: Making a difference everyday** – *“Our ambition is simple: to deliver great services which stimulate positive change and make a difference to everyone, everywhere and with everything we do”*
- 4.9 Both statements capture the essence and common messages relayed by stakeholders and are felt to be bold, modern and memorable.
- 4.10 In addition, the work of the stakeholder groups and output of members resulted in a clear set of common values and behaviours that everyone felt would reflect what was important and would set a clear framework for the kind of employer we want to be in order to attract and retain staff, the kind of partner we would be seen as and what our customers and others could expect every day.
- 4.11 The group considered whether the use of an acronym would assist in making these values memorable helping embed them in everything we do and that could be used as published charter we could be held to. As THRIVE was a concept that was consistently liked and was felt to summarise the essence of what West Northants was aiming to achieve the group worked with this and has created a charter that supported this concept and describes the culture and behaviour we propose we now take forward.

5. Issues and Choices

- 5.1 The proposed vision and values cannot represent all the comments received and many of the suggestions focused on what and we do things rather than the outcomes

and aims. But all the content has been considered and will inform more detailed policy and strategy work as we move forward.

- 5.2 It is important however that the final choices do represent the majority and common themes and the group felt that this was the case.

6. Implications (including financial implications)

6.1 Resources and Financial

- 6.1.1 There are no resources or financial implications arising from the proposals.

6.2 Legal

- 6.2.1 There are no legal implications arising from the proposals.

6.3 Risk

- 6.3.1 There are no significant risks arising from the proposed recommendations in this report.

6.4 Consultation

- 6.4.1 The output of the stakeholder engagement sessions has been included in Appendix B and are reflected in the proposal.

6.5 Consideration by Overview and Scrutiny

- 6.5.1 There has been no prior engagement with the Overview and Scrutiny Committee in relation to this report and its recommendations.

6.6 Climate Impact

- 6.6.1 There are no Climate implications but the importance of sustainability is recognised in the values and behaviours charter.

6.7 Community Impact

- 6.7.1 There is no direct community impact arising in a particular area but the values and behaviours and vision will benefit all of West Northants.

7. Background Papers

- 7.1 Appendix A includes the two recommended potential Vision statements and the thinking behind/proposed value charter.

- 7.2 Appendix B contains the anonymised summary of the stakeholder input against the 10 questions listed in paragraph 4.4.