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| MEETING | THE COUNCIL |
| DATE | 22 October, 2009 |
| TITLE | Revision of the Council's Values |
| PURPOSE | To report on the work of reviewing the Council's values and present the proposals of the Values Working Group. |
| RECOMMENDATION | To adopt the proposals regarding values and their objective. |
| AUTHOR | Harry Thomas, Chief Executive |
| PORTFOLIO LEADER | Councillor Dyfed Edwards |

1. **Background**

- 1.1 The Members will remember receiving an invitation to a session following the meeting of the Council on 16 July to assist with the work of revising the Council's values. It is likely you will be aware that this task is one element of the programme to change the Council's culture which is in the Three Year Plan.
- 1.2 At its simplest – our values sets what we expect of each other and what is expected of us.
- 1.3 The Council's values should;
 - Convey what we expect of each other and what our customers expect of us.
 - Drive behaviour and steer the way the Council considers options and makes decisions.
 - Be real and known.

2. **Why have we decided to update the Council's values?**

- 2.1 Following research that was completed with the Council's current values, it became obvious that they were unknown and therefore were not of any real use. The Members that were present in the session on 16 July will remember that there is an agreement regarding this, and also regarding the importance of having positive and real values for the Council.
- 2.2 In the session with Members on 16 July several suggestions were received, and in the meantime much work has been done to collect suggestions on what the Council's values should be from the Council's staff and Citizens.

3. Steps so far

3.1 Several sessions were held to collect ideas in order to review the Council's values;

- A session with elected Members
- Discussions with staff in their workplaces across the County
- Managers holding sessions with their staff
- Sessions in the Senior Managers College
- Asking our Citizens
- Article in Newyddion Gwynedd

3.2 Initial work of collecting all the suggestions along with the work of distilling and clustering different proposals was completed.

3.3 A meeting of a Working Group of members and officers was held to complete the work of deciding on the recommended values from the suggestions and proposals received.

3.4 The proposals of the Working Group's work establishes an objective for the values, which is:

“The best for the People of Gwynedd today and tomorrow”

supported by the following values:

- **Emphasis on services**
- **Positive**
- **Working as a team**
- **Value for money**
- **Respect**

3.5 The values above are a reflection of the main answers (shown in appendix 1) received during the process of collecting ideas or words which conveys a number of them.

3.6 In the meeting of Board on 13 October 2009 the proposals of the Working Group were supported and recommended to the Council for adoption

3. Recommendation

3.1 It is recommended that the revised values proposed above are adopted by The Council.

A. View of the Local Member:

B. View of the Statutory Officers:

1. Chief Executive:

“Author of the report.”

2. Monitoring Officer:

“Establishing the Council’s values is extremely important since they form the foundation for all the authority’s work and approach. There has been extensive consultation on the values and the working group has produced its proposals based on the responses to the consultation. I am content with the recommendations as regards propriety.”

3. Principal Finance Officer:

“It is essential that “value for money” be included amongst the proposed values, and currently there must be considerable emphasis on this, but the other values would also place beneficial focus for all staff and the Council’s arrangements when moving forward.”

C. Background Papers:

D. Policy Implications: