

Cabinet  
Council

15 March 2011  
22 March 2011

**Name of Cabinet Member:**

Cabinet Member (Policy Leadership and Governance) – Councillor J. Mutton

**Director Approving Submission of the report:**

Assistant Chief Executive

**Ward(s) affected:**

City Wide

**Title:**

Developing the new vision and values for Coventry City Council

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**Is this a key decision?**

Yes.

The Council's vision and values provide the strategic direction and priorities for the Council and will inform the Council's decision making process and the future allocation of resources

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**Executive Summary:**

- 1.1 The City Council's vision sets out what the Council aims to achieve for Coventry and the Council's values set out the considerations that guide all of the Council's actions and decision making. Together the Council's vision and values form the basis of the City Council's Corporate Plan which provides the strategic direction and priorities for the Council and informs the council's decision making and allocation of resources.
- 1.2 The current City Council vision and values have provided strategic direction for the Council for the last six years. A new three year Corporate Plan is due for adoption by the Council in June 2011. It is proposed that the Council adopts a new vision and values to reflect the current challenges facing the city and to set out clearly what the Council aims to achieve for Coventry over the next three years.

**Recommendations:**

Cabinet is recommended to:

- 1 Consider and agree the new vision and values for Coventry City Council (set out in paragraph 2.4 below)
- 2 Recommend to Council that this new vision and values should be approved and adopted to inform Coventry City Council's strategic direction, priority setting, and decision making.

Council is recommended to:

- 1 Approve and adopt the new vision and values for the Council (set out in paragraph 2.4 below)

**List of Appendices included:**

None

**Other useful background papers:**

None

**Has it been or will it be considered by Scrutiny?**

No

**Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?**

No

**Will this report go to Council?**

Yes – 22 March 2011

**1. Context (or background)**

1.1 The City Council's vision sets out what the Council aims to achieve for Coventry and the values explain the considerations that guide the Council's actions and decision making. Together the Council's vision and values form the basis of the City Council's Corporate Plan which provides the strategic direction and priorities for the Council and informs the council's decision making and allocation of resources.

**2. Options considered and recommended proposal**

- 2.1 The current vision and values for the City Council were adopted formally by the City Council at its meeting on 21 June 2005. These have provided the basis for the council's Corporate Plan and the development of the council's priorities; strategies and plans for the last six years. These have been supplemented by a set of corporate and management objectives which outline what the council intends to do to turn the vision into reality.
- 2.2 The council's current three year Corporate Plan runs until the end of March 2011 and will be replaced by a new three year plan due to be considered and adopted by Council in June 2011. It is therefore time to review and amend the council's vision to ensure that it meets the current challenges facing the city and sets out clearly what the City Council aims to achieve over the next three years.
- 2.3 The new proposed new Council vision and values will form the basis of the Corporate Plan 2011/12 – 2013/14. The council's performance management framework will be revised for the new Corporate Plan to ensure that the council's new vision and priorities will be delivered through the council's strategies and plans and so that progress can be measured and managed.
- 2.4 It is recommended that the City Council should adopt a new vision and values as set out below:

***Coventry - proud to be a city that works...***

...for jobs and growth

...for better pavements, streets and roads

...to support and celebrate our young people

....to protect our most vulnerable residents

**We're proud to do this by....**

...being honest, fair and transparent when we make decisions

....working with residents, communities and partners to get things done

...celebrating all that's good about our city and its future

### **3. Results of consultation undertaken**

- 3.1 The proposed new vision and values for the Council reflect the views of local people and organisations as they have been developed using information taken from a wide range of consultation and engagement exercises and extensive research. These include the Place Survey 2008 and Coventry Household Survey 2009 and feedback on the proposed vision and values from the recent Budget Setting Consultation process. The proposed new vision and values for the Council are also in line with the results of the wide ranging consultation amongst partners and communities that has been undertaken on the priorities for the city through the review of the Coventry Sustainable Community Strategy.

### **4. Timetable for implementing this decision**

- 4.1 Once adopted, the new vision and values will form the basis for the development of a new three year Corporate Plan with priorities for the Council. The new Corporate Plan is due to be considered and adopted in June 2011 and will inform the council's strategy and planning for the next three years. Corporate performance measures and targets will be developed to track progress on delivering the vision and this will be reported on a six monthly basis to Cabinet and Scrutiny and annually to Council.

### **5. Comments from Director of Finance and Legal Services**

#### **5.1 Financial implications**

The proposed new vision and values will form the basis for the Council's Corporate Plan and priority setting and so will inform the Council's future decision making including the allocation of resources. Any financial implications of implementing the City Council's vision and priorities will be reflected in the annual budget setting process and will continue to be reflected in the Medium Term Financial Strategy.

#### **5.2 Legal implications**

The Council has a statutory responsibility to promote the economic, social and environmental well being of Coventry. The new vision and values set out the Council's aims for Coventry and will form the basis of the Council's new Corporate Plan that will be prepared for adoption by the Council in June 2011. The Corporate Plan will set out how the Council plans to achieve its vision and continue to deliver the Coventry Sustainable Community Strategy.

### **6. Other implications**

The Council's vision and values will inform the Council's priority setting and decision making and so will have implications for everything the Council does. Any specific implications will be addressed through the development of the Council's strategies and plans and through the decision making process as appropriate.

#### **6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?**

The new vision and values will set the Council's key objectives and corporate priorities for the next three years. The new Corporate Plan will be based on the new vision and values. The Council's Balanced Scorecard will be developed to enable progress on the new vision to be measured and to reflect the new values.

The Coventry Sustainable Community Strategy is currently being reviewed and the proposed new vision and values for the Council is complementary to the outcomes of this review and reflects the priorities that have been identified and the proposed new vision and values will inform the City Council's contribution to the further development of the Sustainable Community Strategy. The City Council will be working with other partners in the Coventry Partnership to develop a new set of shared priorities for the City for the next three years to replace the Local Area Agreement which ends in March 2011.

## **6.2 How is risk being managed?**

The management of risk associated with the development and delivery of the proposed new vision and values for the Council will be identified and managed through the Council's performance management framework as the new Corporate Plan and any associated plans are developed.

## **6.3 What is the impact on the organisation?**

The adoption of a new vision and values for the Council is intended to have an impact across the Council as an organisation. The development of a new Balanced Scorecard and performance management framework will continue to include management objectives specifically designed to address the development of the organisation and the Council's workforce. This will be set out in the Corporate Plan and detailed in other strategies and plans as they are developed and as specific decisions are taken.

## **6.4 Equalities / EIA**

The Council will set its new equality outcomes in line with the new Corporate Plan and performance on equality will continue to be measured through the revised Balanced Scorecard and reported to Cabinet; Scrutiny and Council through the new Performance Management Framework. Impact on specific groups will be analysed; assessed and managed through the development of all the Council's strategies and plans and decision making process and the protection of vulnerable groups is one of the proposed new values for the Council.

## **6.5 Implications for (or impact on) the environment**

There are no specific implications for the environment at this stage. The new Corporate Plan; revised performance management framework and other strategies and plans will address this issue as they are developed and as specific decisions are taken.

## **6.6 Implications for partner organisations?**

There are no specific implications for partner organisations at this stage. The Council will continue to work with partners to achieve its vision for Coventry and to deliver the Coventry Sustainable Community Strategy.

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