

## Vision and strategy

- where are we now? (a view of the current context/SWOT & PESTLE analysis/current performance including feedback from residents or customers of our services/known issues)
- where do we want to be? (the 'vision'/key objectives & outcomes for the future/links to budget and MTFP/any areas for growth or reduction of services)
- how will we get there? (SMART action plan)
- how will we know that we're there? (some level of performance indicators/measures that we will use to let us know that we're on track or have reached our destination/achieved our vision)

## Statement of purpose

### Ambition and General values

#### 3.1 AMBITION

The council has the following ambitions:

- To be recognised as a high performing public body in the community and town council sector;
- To be an organisation that people are proud to work for and be associated with.

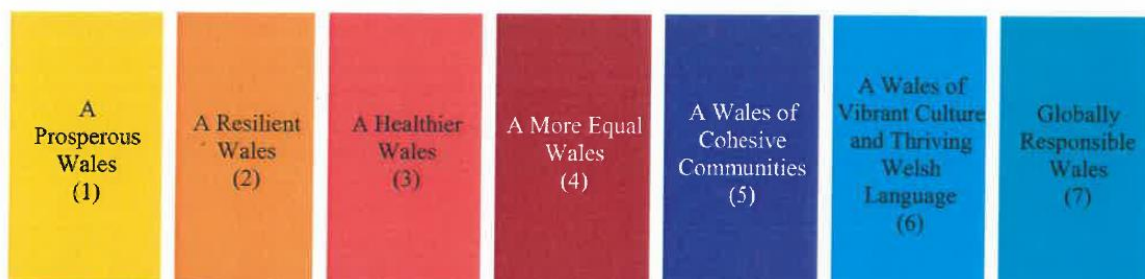
#### 3.2 GENERAL VALUES

The council aims to be:

- Caring and supportive;
- Fair and equitable;
- Inclusive;
- Developmental and Innovative;
- Empowering, Enthusiastic and Encouraging.

## Wellbeing

This Council does not have to report on its performance against the Wellbeing of Future Generations Act, however, it does have to take the principles into account



Identify and help meet local needs through the delivery of its services.

Help deliver the aspirations of its local communities

Understand and support the diverse needs of the communities it represents to sustain those communities.

Actively encourage and promote community development by supporting the endeavours of community groups and associations, voluntary organisations and other agencies.

Support and develop community participation in what the council does.

Actively promote the use of the Welsh Language according to council policy.

Demonstrate an awareness of all aspects of the community served by the council, recognising different interests and enabling cohesion.

## **SERVING THE PUBLIC**

The council is committed to providing the public with the best possible service, whilst at the same time ensuring quality, relevance and value for money. It will:

Place the public at the heart of everything it does.

Treat people fairly and as individuals.

Develop excellent standards of customer care.

Value staff, encourage responsibility and accountability, and support personal development including the setting of formal objectives for training and development actions.

Work with Welsh Government and other public sector partners to embrace all legislative measures to promote the role and function and future potential of the community and town council sector.

Handle complaints expeditiously using the council's complaints procedure as a means of proper redress for people.

### **ACTING AS A LOCAL VOICE**

Community and town councils are the most local level of government in Wales and play an important role in the life of Welsh communities. Representing local interests is a crucial part of the council's work. It will:

Be a strong local voice and will act on behalf of its communities and work with others to ensure provision of appropriate services.

Look to safeguard local amenities and fully represent both the views of residents and the communities it serves.

Diligently perform its consultative role in the following areas:-

- Education and Learning
- Environment
- Health and Social Care
- Housing
- Highways and Transportation
- Planning
- Public Protection
- Recreation and Leisure

## **ENVIRONMENT**

The council cares for the environment. It will:-

Continually review its services and management systems to ensure good environmental practice and compliance with regulatory requirements.

Work with Natural Resources Wales to help protect the natural environment.

Positively promote and enhance local biodiversity and resilience.

## **SOCIAL INCLUSION**

The council recognises the special needs of those members of the community who face discrimination or are otherwise disadvantaged. The council will play its part in helping to improve their situation. It will:

Promote its equal opportunities policy.

Promote general policies and initiatives within the range of its statutory powers to provide assistance against poverty, inequality or disadvantage.

## **SAFE AND HEALTHY PLACES**

The council believes all residents have a right to live in a safe and healthy place without fear of crime and persecution. It will:

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## **LOCAL DEMOCRACY**

The council is a democratically elected body and believes in the principles of local democracy. It will:

**Provide support to elected Members to enhance and develop their representative role.**

**Encourage participation in the democratic process.**

**Be open in conducting its activities and listen to the views of local people.**

**Help provide all members of the community with opportunities for influencing decisions that affect their lives.**

**Facilitate the council's engagement with the community, managing public relations and ensuring that the council is transparent in all its actions.**

Partnership working

Communication

Health and safety

Management and control