

## **TAUNTON DEANE BOROUGH COUNCIL**

EXECUTIVE MEETING 19<sup>TH</sup> OCTOBER 2005

### **CORE VALUES**

Report of the Chief Executive

**This matter is the responsibility of Executive Councillor J Williams**

#### **1. Purpose**

The purpose of this paper is to inform the Review Board of the Corporate Management Team's proposals as to the Core Values that Taunton Deane Borough Council should adopt.

#### **2. Executive Summary**

There is a need for the Council to have agreed and supported Values, which guide us as to what we stand for and how we operate. Following wide consultation inside the organisation, a set of values are proposed and plans to communicate and bring these to reality are set out. The review board is asked to note and indicate how elected members should be involved.

#### **3. Introduction**

The current published values of the organisation are now out of date and have largely fallen into disuse. It is vital that we have some underpinning statements that all of us (staff and members) believe in and can apply to each other and the customers we serve.

A great deal of work has been done to establish what these values should be and following, lengthy consultations with managers and staff, the outcomes are as follows:

#### **4. Our values**

- INTEGRITY - We will be honest, do what is right and stick to it.
- FAIRNESS - We will consistently treat everyone equally respecting their individual needs and abilities.
- RESPECT - We will always show respect for everyone.
- TRUST - We will show trust and confidence in our staff and Members

To help the implementation and our understanding of these values a set of behaviours have been developed. These help to define how we should behave in order to deliver our values in practice and guide us in how we recruit and manage staff.

## **5. Behaviours**

### **We want our staff to be:**

- People who do what they say they will do
- People who are open, helpful and have a positive attitude
- People who are challenging, open minded and embrace change
- People who lead by example whatever their role
- People who are able to take responsibility for their actions
- People who treat others with respect
- People who are confident to take appropriate risks

### **We don't want our staff to be:**

- People who are rude, negative or unhelpful towards customers or colleagues
- People who are unwilling to accept responsibility for themselves or their actions
- People who don't value and respect the views, feelings and achievements of others
- People who automatically blame others when things go wrong
- People who constantly whinge and complain

## **6. The way forward**

To implement the core values it is intended to publish them in the next issue of the Corporate Strategy and follow this implementation plan:

- 6.1. Agree with Executive -19 October 2005.
- 6.2. Consult with staff regarding ways to make the values happen – October/November 2005.
- 6.3. From November 2005 begin to integrate the Core Values into all we do.

## **7. Impact on corporate priorities**

This initiative will support all corporate priorities on an equal basis.

## **8. Comments of Review Board 6<sup>th</sup> October, 2005**

- 8.1. The Review Board expressed concern regarding the Behaviours set out in paragraph 5 of the report.
- 8.2. The Behaviours have been developed by the staff as they are keen that the Core Values be translated into behaviours that can be clearly identified.
- 8.3. The intention is that the positive behaviours are integrated into our recruitment, appraisal, training and development work. In terms of colleagues challenging people who do not strive to live by the agreed values, staff felt we should be explicit about behaviour that is not acceptable.
- 8.4. It is my view that the Core Values represent the policy element of this paper as they will be reproduced in key Council documents. I believe the translation of these Values into behaviours is an operational issue and that Members should respect that staff wish to translate the values into something really meaningful for them.

## **9. Recommendations**

- 9.1. That the Executive approve the Core Values for the organisation.
- 9.2. That the Executive endorse the approach outlined in paragraph 8 above to the description of behaviours that staff wish to adopt.

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