

## SOUTH CAMBRIDGESHIRE DISTRICT COUNCIL

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**REPORT TO:** Council 29 January 2009  
**AUTHOR/S:** Leader of the Council/Chief Executive

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### COUNCIL VALUES

#### Purpose

1. To enable the Council to affirm revised Council Values.
2. This is not a key decision, however it is appropriate for Council to reaffirm its Values having previously adopted a set of Values formally in October 2007.

#### Background

3. On 18<sup>th</sup> October 2007 Council adopted the following five Council Values:-
  - Customer Service
  - Commitment to improving services
  - Mutual respect
  - Trust
  - Professionalism
4. This followed a series of Member/officer workshops to identify potential values and a Vote for Values exercise involving all Members and officers.
5. The intention had been that following the Council decision, work would commence on embedding those values in the work of the Council through a process of identifying the behaviours that Members and staff associated with those values and integrating them in the processes of the Council - for example in training; appraisal; decision making; processes; policy making etc. However, this work has not proceeded because it became clear that a significant number of Members did not accept that values could bring benefits to the Council. In addition, Members could not see how professionalism was directly relevant to their roles.
6. A workshop was held on 16 December 2008 and was attended by a range of officers and Members. Through various exercises and examples from other organisations participants gained a clearer understanding of the benefits that values can bring to an organisation such as the Council. However, there was still disagreement over the meaning of professionalism, and whether it applied to Members. Alternative suggestions have been put forward, including the addition or substitution of the value Integrity.

#### Considerations and Options

7. The values project team has continued to take soundings from officers and Members on alternative values which would command support from all sides. However, this has not proved possible and, rather than continue to seek an unattainable objective, the project team is of the view that the important thing now is to move as soon as possible to showing just how values can benefit us as an organisation by embedding them into our day-to-day work. Consequently, it is now recommended that, in order to

move forward and to be fair to all concerned, the Council proceed with the four values where there is agreement and that for the time being no further action be taken on Professionalism.

### **Implications**

8. There may be limited financial implications from the introduction of values, but these will be contained within existing budgets. The implementation of Mutual Respect will support the Council's Equality and Diversity Policy. The adoption of values can potentially lead to significantly improved staff morale and efficiency.

### **Consultations**

9. The values project team has consulted officers and Members in the development of values.

### **Effect on Corporate Objectives and Service Priorities**

10. The values are intended to support the corporate objectives. In particular, the values of Customer Services and Commitment to Improvement will directly support the achievement of our current objectives and the Aims, Approaches and Actions for 2009/10 onwards.

### **Recommendations**

11. Council is recommended to affirm its support for the following values:
  - Customer Service
  - Commitment to improving services
  - Mutual respect
  - Trust

and to request that work to embed these values in the work of the Council be undertaken as expeditiously as possible.

**Background Papers:** the following background papers were used in the preparation of this report:

Draft of email to all staff on values

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