

Together we make a difference

Our Strategic Narrative

We are an innovative and ambitious council that strives to provide excellent customer focused services to the residents, businesses and visitors of Wyre. The next decade promises to be a complex and potentially challenging one for local authorities so it is imperative that we build on our strong foundations and work together to embrace change and to be open to different ways of working.

This plan sets out a clear path for evolving the way that Wyre Council works, and how we keep ourselves fit for purpose, during a time when local government will continue to change rapidly.

Our vision for the Council

Wyre is a healthy and happy place where people want to live, work, invest and visit

By 2025 we envisage the council will be characterised by;

- ✓ **A culture where everyone embraces working collaboratively.** We recognise that the most appropriate response to the pressures on the public sector is to work with and through others. We will actively develop the skills that will make us more effective in building strong, trusting and outward-focussed working relationships with other councils, partners, organisations and our communities; delivering excellent joined up services for the residents of Wyre.
- ✓ **Highest levels of performance with a clear focus on responsibility and empowerment.** We will make sure that everyone is clear about the part they play in delivering high impact outcomes. We will invest and develop the skills of our employees and promote team working across the council, allowing teams and team members to have greater flexibility, authority and control. Employees will have the opportunity to gain new skills and experiences through cross-directorate working.
- ✓ **Innovative, commercially minded and environmentally aware.** We will upskill our staff to think and act commercially, we will embrace new ways of working and we will be open to exploring innovative service delivery options. We will take our climate change responsibility seriously and work to ensure that we minimise the negative and maximise the positive impact on the environment in everything we do.

Achieving our vision

Our plan has **three big goals** for shifting the way the organisation works so that we deliver on our vision for the council. These goals are clearly aligned with our **core values** which are the key behaviours that all council employees should display.

Working Collaboratively - An integrated and community-focused service offer

Where possible our services will be delivered collaboratively with our partners, designed to enable communities and citizens to do more for themselves and to rely less on direct provision by the council. *Our approach will include:-*

- **Leading and demonstrating a collaborative approach to service delivery.** Where it allows us to deliver better services, we will work with our partners, whether that be other councils, town and parish councils, public sector partners and the community and voluntary sector, to design and deliver services that meet local needs and encourage more community involvement. We will explore new innovative ways to this collaborative approach to service delivery and empower our communities to build resilience and longer term sustainability.

One Team One Council - A flexible and change-ready workforce

Our colleagues will feel that the council embraces change and that their knowledge is at the forefront when making changes. Colleagues will feel highly valued, resilient and equipped to deal with the changing local government landscape. *Our approach will include:-*

- **Engaging our staff to achieve and sustain the highest levels of performance.** We will clearly set out the strategic direction of the council by engaging with our staff to share and embed the vision, goals and values. We will support our staff to embrace innovation in our drive for enhanced service delivery and encourage cross directorate working. We will create a culture of responsibility and empowerment and encourage a high performance culture across the Council. We will actively performance manage the delivery of the Business Plan and service plans.

Work Smart - Commercial and environmental awareness is embedded in everything we do

We will implement new ways to replenish dwindling government funding for local authorities. Our employees will be commercially minded, able to identify and maximise commercial opportunities. We will be mindful of our climate change commitment in everything we do and ensure that the council's activities are net-zero carbon by 2050.

Our approach will include:-

- **Maintaining financial discipline.** We will be financially astute delivering quality services, in conjunction with partners, on time and on budget. Our Medium Term Financial Plan and Efficiency Programme will be aligned with our Business Plan to ensure our objectives and priorities are properly resourced and funded appropriately.
- **Bringing commerciality into everyday thinking.** We will bring commerciality into everyday working across the organisation through improved procurement practices, better contract management and a focus on delivering established financial goals.
- **Working Green** – We will take environmental responsibility seriously and consider ways that we can reduce our carbon footprint in all our activities. We will minimise our negative and maximise our positive impact on the environment.