

Appendix 4 - RSe Consulting

Options for mission statement for Leicestershire Local Area Agreement

Sept 7th 2005

This document

This document follows on from the meeting of the LAA steering group on the 5th September at Charnwood Borough Council's offices. At the meeting there was some discussion about what statement or set of statements would capture in a sufficiently succinct and powerful way what the LAA is aiming to achieve.

It was agreed that options would be circulated for members of the steering group to vote on; and that the overarching statement would be supported by other statements.

For ease of simplicity through this document, we refer to this statement as the LAA's Mission Statement, and the supporting statements as Key Principles.

You need members of the LAA steering group to do two things:

- i) Vote on their preferred mission statement
- ii) Approve or ask to remove Key Principles and to suggest others

When asking them to do this you need to be very clear about expectations:

- "We have now done lots of consultation on what these statements should be
- Getting agreement on a 'perfect' statement is impossible
- We could go round and round in circles forever – we don't want to do that
- Only if you have fundamental objections should you kick up a fuss; objections that are aesthetic (how elegant is the statement, how punchy, have we got the best words etc) should be disregarded
- Depending on feedback, we may tweak the statement one more time but will not consult on this"

For this reason, you need to be happy with the three options: I am very happy to change them, though the above caveats also apply (we could go round in circles etc etc).

We have also put in an appendix which attempts to bring some "science" to the artistic process of fixing on a Mission Statement – it takes just one of the options and shows how different elements capture the key messages. If you think it would be useful to do this for all of the options then we can do that, although, having done it for one of the options, we are not sure how helpful it is.

Key “buzz” phrases

The following phrases, based on interpretation of outputs from the 8th June Leicestershire Together Conference and on specific ideas given at the steering group meeting on the 7th September, are the kinds of ideas that the Mission Statement needs to capture:

Having an impact	Dynamic and energetic
Making a difference	Challenging the status quo
Changing the rules	Making Leicestershire a better place to live and work
Doing things differently	For everyone
Changing how things have always been	Reducing inequalities
Working together	Making a positive difference
Working with the public	That people will notice
Breaking through the usual barriers	Making Leicestershire excellent
Fresh approach	Aiming to be the best

We now give the three options.

Mission Statement Option 1:

"We will strive to change how we deliver public services so that, together with each other and with our public, we make Leicestershire an outstanding place to live and work for everyone."

Mission Statement Option 2

"We will make Leicestershire a better place for everyone by changing how we work, by working together much better and by involving our citizens, businesses, charities and community groups in all that we do."

Mission statement Option 3

"We want to do things differently from how we have done things before so that we all pull together to make Leicestershire the best possible place to live and work for as many people as possible."

Possible Key Principles

- Leicestershire public sector organisations will join up with each other, with citizens, with businesses and with the voluntary & community sector – we know that without this joining up we will not achieve the changes we want for the Leicestershire public
- We will continuously challenge in a positive way how we do things and how we work together and change the rules if that is what is required
- We will commit to shifting resources to preventative activity
- We will commit to ensuring people do not become excluded and, if they are already excluded, to addressing that
- Members of the public will have a clear and accurate top level view of what local public services are doing at the moment, what they have achieved until now and what they are aiming to do going forward
- They will also understand what the opportunities are for them as groups and individuals and what roles they can or need to play to bring about better outcomes for themselves and each other
- Members of the public will play an active role in supporting each other, particularly in relation to more vulnerable members of the community

Appendix: "Anatomy" of one of the phrases

The following diagram attempts to bring some science to the process of fixing on a mission statement by explaining how one of the options captures some of the key ideas and phrases.

