

# Working Together for a Strong and Successful Dorset

## Dorset County Council's Corporate Plan

### Foreword

Dorset is a great place to live, work and visit. We are proud and ambitious for the whole county, from the most rural to the most urban. That is why we must work together to make Dorset even more successful than it is now.

Dorset has unique environmental assets which underpin our economy and wellbeing. More than 50% of the county is designated as an Area of Outstanding Natural Beauty and the 'Jurassic Coast' between Lyme Regis and Swanage has World Heritage Site status. The richness of our natural environment is matched by our heritage, with an abundance of historic buildings and sites helping to give our towns and villages their distinctive character.

We have always focused our efforts on creating a vibrant economy and making sure that we do all we can for the health and wellbeing of all our residents. Maintaining a healthy and accessible environment is critical for the health, wellbeing and prosperity of current and future generations. The quality of the environment is highly attractive to businesses, employees and visitors and helps our economy to thrive, so we will always work with our partners and communities to ensure that our environment is well managed, enhanced and invested in.

We also need to confront inequality and do more for those people in Dorset who, due to their circumstances, have poorer outcomes in life - and this plan describes how we will support those who need our services the most. Some of our services are under increasing pressure as we take care of vulnerable children and adults, those whose outcomes in life are not as good as they could be. We will do everything we can to make sure people are safe and well but we have to think of different ways to deliver our services as money becomes tighter.

The changes we need to make are already well under way, through our transformation programme (known as Forward Together). The principles of the programme guide how we develop our work in the future. They are:

- **Greater independence** – we'll work hard to support communities and individuals to support themselves
- **Smarter services** – reducing costs and overheads, making sure we deliver cost effective services
- **Empowered people** – ensuring staff, communities and partners are valued, skilled and empowered to work together for a strong and successful Dorset.

We are committed to working together with local people and others to make better use of the money and resources that we have. We want you to have the best outcomes possible, and we will achieve this by constantly checking that we are efficient and effective. We will do this by reviewing evidence to judge whether or not our services have made a difference. This involves regularly scrutinising:

1. How much we do
2. How well we do it

And most importantly:

3. Is anyone better off?

Improving outcomes for our customers contributes to improving outcomes for the whole population of Dorset. For instance, A Highways Service that keeps roads in good condition contributes to reducing road traffic accidents, thereby making Dorset a safer place in which to travel.

Longer term, as we need to keep saving money, we will have to make decisions about the council structures across Dorset. But any changes will be made with the people of the whole county in mind, since whatever we do has to be in the best interests of residents and communities. We will make sure that we find ways to make our Towns and Parishes stronger in any changes that occur. They are the closest level of local government to you and we need to make sure your voice is heard through those organisations.

This plan talks a lot about outcomes. We are focusing on what we do, but more importantly what we achieve *with you*, our residents. We want to make sure that as we join together across the county we continue our efforts to encourage economic growth, and help everyone to be safe, healthy and independent.



**Robert Gould**

Leader of Dorset County Council



**Debbie Ward**

Chief Executive

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## Our Outcomes Framework

*Seeking to improve the lives of people in Dorset*

Our outcomes framework is made up of four outcomes, reflecting the county council's commitment to helping residents be **safe, healthy and independent**, with an economy that is **prosperous**. The framework supports a common way of working for a **strong and successful Dorset**, with a relentless focus on making a difference and improving the quality of life of residents. It sets out what "good" looks like but empowers staff to think and behave differently, to show initiative and to innovate.

The aspirational outcome statements below define what the priorities are in Dorset under these four headings. Working together with our communities and our partners, we will use the best evidence available to **challenge inequality** and focus our resources on the people and places in most need of help.

**Everyone should focus more on prevention** – making sure people are supported early on to stop problems from escalating. We will also help and encourage local residents to come up with, and often deliver, their own solutions to improve their quality of life.

People in Dorset are <b>SAFE</b>	People in Dorset are <b>HEALTHY</b>	People in Dorset are <b>INDEPENDENT</b>	Dorset's economy is <b>PROSPEROUS</b>
<p><b>Everyone should feel safe, wherever they are.</b></p> <p><i>But... sadly, we have seen a significant increase in the number of children and vulnerable adults needing protection. There are areas of Dorset with higher levels of substance misuse and domestic abuse. There are also far too many accidents on our roads.</i></p> <p><b>So we want to help make sure that:</b></p> <ul style="list-style-type: none"> <li>• Children and vulnerable adults are safe wherever they are</li> <li>• Crime, antisocial behaviour and domestic abuse across Dorset is minimised</li> <li>• There are fewer accidental injuries and deaths – including those on Dorset's roads</li> <li>• People and communities are better able to cope with environmental change and other emergencies</li> </ul>	<p><b>Most people are healthy and make good lifestyle choices.</b></p> <p><i>But... unfortunately, this is not the case for everyone. For example, there are many people who suffer from poor mental health, and there are parts of the county where life expectancy is low.</i></p> <p><b>So we want to help make sure that:</b></p> <ul style="list-style-type: none"> <li>• Children and families know what it means to be healthy and happy</li> <li>• People adopt healthy lifestyles and lead active lives</li> <li>• People enjoy emotional and mental wellbeing</li> <li>• People stay healthy, avoiding preventable illnesses as they grow older</li> <li>• people live in healthy, accessible communities and natural environments where waste is minimised</li> </ul>	<p><b>We all want to live independent lives and have a choice over how we live.</b></p> <p><i>But... we have a high number of older people who are isolated and lonely; they need help to live at home for longer and to be in control of the support they receive.</i></p> <p><b>So we want to help make sure that:</b></p> <ul style="list-style-type: none"> <li>• Families are strong and stable and experience positive relationships</li> <li>• Children and young people are confident learners and are successful as they grow into adulthood</li> <li>• People remain happily independent and stay in their own homes for as long as possible</li> <li>• People are part of inclusive communities and don't feel lonely or isolated</li> <li>• People who do need help have control over their own care</li> </ul>	<p><b>A thriving local economy provides us all with more opportunities.</b></p> <p><i>But... there are areas where there aren't as many jobs available or chances for young people to train at work and gain the valuable skills that employers need. Many people also struggle to find good quality, affordable housing.</i></p> <p><b>So we want to help make sure that:</b></p> <ul style="list-style-type: none"> <li>• New businesses thrive and existing businesses become more efficient and productive</li> <li>• More people secure the employment opportunities of their choice</li> <li>• Dorset's residents are well educated, with the skills that Dorset's employers need</li> <li>• Good quality, affordable, healthy homes are available for Dorset's people</li> <li>• The need to travel is reduced, and people and goods are able to move about the county safely and efficiently</li> </ul>

### Our Guiding Principles

We know we need to focus our resources on activities that produce the best outcomes for our residents in the most cost-effective ways possible. This means that we will focus our efforts on those people and communities who need the most help. Where appropriate we will focus on whole families, rather than just individuals, and offer help early so that people remain independent for longer and have less need for more specialist, expensive services.

We know that we're not always the best-placed organisation to solve people's problems. We will always look for opportunities to work with other organisations, as well as people and communities themselves, to reach the best possible outcomes. And we will make systematic use of the best available evidence, to make sure our chosen activities are effective.

We will always try to make sure that what we do improves the wider prosperity of Dorset – for example, by buying goods and services from local businesses whenever we can.

### Our values

- **Fairness** – we are fair in balancing competing demands
- **Openness** – we are clear and honest about what we are doing and why
- **Respect** – we show full and proper respect to everyone we work with
- **Effectiveness** – we ensure local tax-payers get the best value for money
- **Innovation** – we find new ways of working to achieve more for local people