

Meeting	Full Council
Date	28 February, 2013
Title	The Gwynedd Way
Purpose	To present an initial strategy document which addresses the sustainability of service outcomes for the future
Author	Chief Executive – Harry Thomas
Portfolio Leader	Council Leader – Councillor Dyfed Edwards
Recommendation	To adopt the initial strategy document as a basis for further work

1. **BACKGROUND**

1.1 Members will recall a presentation to the Council in December which:-

- Highlighted the prospect that the financial challenge facing the Council will both intensify and last far longer than initially expected.
- Demonstrated that concentrating solely on efficiency measures would be insufficient to meet the financial gap and entail making substantial service cuts.
- Suggested an additional approach to reduce and delay the implementation of service cuts, namely demand management.
- Evidenced, at a high level, that this could be a viable option for the future.
- Listed some of the things that would have to change to increase the chances of the strategy being successful.

1.2 In the ensuing discussion, it became evident that, although some members had reservations, over 80% agreed or strongly agreed (as part of an informal vote) that the Council should adopt this strategic approach.

1.3 An initial strategy document has therefore been prepared (separate to the Council agenda) for the Council's formal consideration. At this stage, this is very much a high level strategy which encapsulates the concept and principles of demand management and highlights the areas which need further, more detailed work.

1.4 The Council is therefore asked to approve the document as a basis for:-

- Formal engagement with local, regional and national partners.

- Mobilising financial resources both internally and externally to support the planning and implementation stage of the strategy.
- Acquiring the necessary skills and capacity to be successful.
- Evaluating what works well at present and identifying gaps in provision.
- Engaging with the public in order to establish a better understanding of how citizens and public services can work better together to cope with the financial challenge.
- Establishing appropriate governance arrangements, which build on existing structures (where possible) in order to ensure successful progress.

The Council Leader will report back periodically on the development and evolution of the strategy and recommend any changes to the overall strategic direction.

2.0 **RECOMMENDATION**

- 2.1 That the Council adopts the initial strategy as a basis for the purpose outlined in 1.4.