
CORPORATE SCRUTINY COMMITTEE, 11.06.15

6. FFORDD GWYNEDD STRATEGY Cabinet Member: Councillor Peredur Jenkins

Submitted – the report of the Cabinet Member for Resources inviting the committee's observations on the latest version of the draft Strategy prior to submitting the final draft to the Cabinet for formal adoption.

The Cabinet Member set the context and a presentation was given by the Chief Executive which addressed several questions which had been raised at the Preparatory Meeting on 23 April in relation to:-

- The meaning of Ffordd Gwynedd
- The general ambition of the Council for Ffordd Gwynedd, and was it achievable and realistic.
- The adequacy of the resources in place and the capacity to realise the Ffordd Gwynedd Strategy vision and to implement it.
- The likelihood that Ffordd Gwynedd would succeed.
- Evidence that Ffordd Gwynedd had succeeded to improve services for residents and secure financial savings in the two pilot schemes in the fields of homelessness and property.
- Methods of securing commitment and understanding across the Council to realise Ffordd Gwynedd.
- The performance measures which could be put in place in order to ensure the change of culture within the Council.
- Formal / informal engagement with stakeholders.

Members were given an opportunity to ask further questions and offer their observations. During the discussion, the Cabinet Member and the Chief Executive responded to questions / observations regarding:-

- How the Strategy would be intertwined with the concept of Managing Demand and the Savings Strategy?
- The method of disseminating Ffordd Gwynedd down and across the establishment.
- How Ffordd Gwynedd responded to legislation and the requirements of Welsh Government and various external bodies and was this Council brave enough to be reprimanded in order to keep the residents of Gwynedd happy?
- The challenge of getting people to behave differently.
- The feeling that the statement '*Putting the People of Gwynedd at the Heart of Everything*' was a significant challenge because every area had strong voices which had their own agendas.
- Lessons learned from the pilot schemes.

The committee's desire to see the Ffordd Gwynedd Strategy succeeding was expressed, and it was noted that one of the most important points arising from the discussion was the question of risk and the need to equip all staff, from the top down, to practise common sense and to have the confidence to take small risks which might bring large rewards.

Concern was expressed that only half the committee members were present to participate in this discussion. The staff had committed to these changes and it was extremely important that they and the Leadership Team were given appropriate support by the members also.

The Cabinet Member and the Chief Executive were thanked for the discussion.

DRAFT