

Devon Strategic Partnership Board Meeting
10.30 – 12.30, May 30th, 2007
The Great Hall, The Old Deanery, Exeter Cathedral

Vision Statement – Briefing Note

Recommendations:

1. *That the Partnership Board notes the key messages identified in the consultation exercises carried out to inform a vision for the Sustainable Community Strategy*
2. *That the Partnership Board considers, discusses and amends, as appropriate, the vision statement outline below*
3. *That the Partnership Board agrees a shared vision that reflects the key messages identified in the consultation mechanisms noted below.*

Context

The 2004 Community Strategy had a vision for Devon which was:

“A County with safe, healthy and inclusive communities, a strong and diverse economy and a cherished environment”

Government guidance indicates the need for a more robust vision statement to inform the content of the Sustainable Community Strategy

■ *White Paper, 2006*, “The role of the SCS is to set out the strategic vision for a place. It provides a vehicle for considering and deciding how to address difficult cross-cutting issues such as the economic future of an area, social exclusion and climate change. Building these issues into the community’s vision in an integrated way is at the heart of the creating sustainable development at a local level.”

■ *White Paper, 2006*, “Essential ingredients for an effective Partnership (include) a common vision”

Actions taken to inform the vision statement:

The vision statement is informed by:

- **The inaugural meeting of the Partnership Board, January 2007** – involved a group of 20 people – largely made up senior representatives from a range of organisations; including the community and voluntary sector, local authorities and other agencies
- **The DSP Conference, February 2007** – the visioning exercise involved 104 contributors
- **Your Devon,, March 2007** – a survey of 6000 households across Devon asking them to identify why they lived in Devon, what they would like the Devon of the future to be like and what the key challenges are for public agencies. 911 responses were received.
- **A commissioned piece of public consultation** within which focus groups, across Devon, were asked for their views on an appropriate vision for the Sustainable Community Strategy (SCS). 150 residents contributed to this work - March/April 2007.
- **An analysis of the current organisational visions and objectives** across Devon

Key Messages:

- **The inaugural meeting of the Partnership Board**
 - economic opportunity; enhanced skills; increased productivity; vibrant sustainable communities
 - inspirational and aspirational leadership
 - demographic balance – “a younger Devon”
 - valuing Devon’s world class environment; providing adaptive and progressive stewardship
 - climate change
 - cohesive communities; diverse, vibrant and inclusive
- **The DSP Conference**
 - vision needs to be dynamic, creative and vibrant
 - need to move from conserve to create
 - emphasise Devon’s uniqueness
 - increase participation and public involvement
 - emphasis on the environment
- **Your Devon**
 - most quoted reasons for living in Devon all relate to Devon’s natural environment
 - the most quoted response to how they would like to see Devon in the future also related to Devon’s natural environment
 - a majority of respondents thought that a low crime rate was least likely to apply to a Devon of the future
 - least quoted reason for living in Devon was because it was a good place to work
- **Public Consultation**

N.B. Feedback from the consultants carrying out the consultation indicates that the public found this aspect of the consultation difficult. To encourage contributions the consultants gave participants the existing vision as a prompt. A significant proportion of those involved said they were happy with the existing vision and saw little need for change. However, it is possible to identify the following key messages from the contributions:

 - Devon’s natural environment must be protected; widespread support for protecting Devon’s “special coastal and inland landscape”
 - action and leadership are needed – consistent response
 - need to emphasise Devon’s uniqueness
 - significance of rurality; landscape, rural industries and farming
 - ensure Devon is a safe place

Proposed Vision Statement for Discussion

The DSP will provide the energy, commitment and leadership to ensure that Devon is a County in which:

- communities feel safe; well-being is maximised and people actively participate in and contribute to the economic, social and environmental sustainability of Devon.
- the economy is thriving; opportunities to enhance skills and increase productivity are maximised; and traditional rural industries are an integral part of Devon’s economy

- positive steps are taken to address the challenges and the opportunities for Devon presented by climate change
- inclusive and cohesive communities are valued; diversity is celebrated and equality is a guiding principle
- the uniqueness of Devon's environment is prized and managed with progressive and adaptive stewardship
- the changing demographic profile is recognised and positive steps taken to ensure the long term sustainability and vibrancy of our communities ; where opportunities for Devon's young people are attractive and retain them in the County and the needs of older people are met with dignity and choice

Sonia Burgess, May 2007