**Sutton Narrative**

**Sutton in 2020: A safe, fair, prosperous and green borough**

***The very short version of the narrative***

**Sutton is a good place to live, work and bring-up children. The council delivers high quality services that our residents value and appreciate.**

**We are providing those services against a backdrop of central government cuts which are likely to continue for at least the next seven years.**

**We have already achieved significant savings, but given the financial pressures, we need to look again at how we work and what services we offer.**

**Unfortunately, we simply cannot afford to do everything we have done in the past. Our future depends on a new deal between the council, our residents and partners about who does what.**

**We are confident, that with the support of all of our stakeholders, we can face this challenge.**

**The full version**

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We are providing those services against a backdrop of central government cuts which are likely to continue for at least the next seven years. We have already achieved significant savings, but given the financial pressures we need to look again at how we work and what services we offer.

Unfortunately, we simply cannot afford to do everything we have done in the past.

Our future depends on a new deal between the council, our residents and partners about who does what, when and how. We are confident, that with the support of all of our stakeholders, we can face the challenges ahead.

**Our focus**

Given the ongoing financial squeeze, it is clear that we cannot continue as we are. As services are reviewed, and potentially reconfigured, our focus needs to be:

* Delivering affordable, priority, services that are valued by our residents and which ensure Sutton is a safe, fair, prosperous and green borough.
* Ensuring fairness and protecting the most vulnerable people in Sutton.
* Reducing and keeping the council’s costs under control which will demonstrate value for money to taxpayers.
* Improving the health, wellbeing and resilience of our communities and reducing any inequalities which exist between them.
* Making sure our residents, staff and partners are informed and even more involved in the decisions we take.
* Maintaining trust and confidence in the council.

People in Sutton are feeling the effects of the economic downturn. We need them to know that we are on their side. We want our residents and businesses to have more of a say in the future of Sutton. Our aim is to work with our local communities and to use our shared influence to generate new economic prospects, whilst protecting the environment.

**Our vision and values**

The council’s vision continues to be that we build, with our residents and partners, a sustainable community where the quality of life is the best in London. Sutton will be a place that our residents are proud to call home.  
  
We will ensure:

* The council’s values are strongly held, underpin everything we do and shape our actions.
* Residents and businesses appreciate Sutton as a good place to live, work and invest.
* Everyone who has an interest in Sutton has the opportunity to influence the work of the council, the decisions we make and shape the future of the borough.
* Sutton is a fair place where everyone has the opportunity for economic prosperity.
* The services we provide are closely matched to the needs of our residents.
* We offer help and assistance at the earliest opportunity and aim to prevent a problem happening in the first place.
* The environment is valued, protected and enhanced.

**Sutton in 2013**

We are proud of the achievements of our staff and how they have worked in collaboration with our residents, local businesses and partners to find solutions to local issues. Combined with our flagship Opportunity Sutton economic development programme, we have created a strong foundation for the future.

Despite the financial challenges we are still making steady overall progress towards meeting most of our 2020 long-term goals:

* Reduce life expectancy differences across the borough.
* Improve the proportion of people quitting smoking for a year or more to 40%.
* Reduce the inequality gap between pupils eligible and ineligible for free school meals by 2% a year.
* Ensure 100% of eligible adults have individual social care plans and personal budgets.
* Ensure 100% of council homes meet the decent homes standard.
* Make Sutton the safest borough in London for all types of crime.
* Reduce car trips to 34% of all journeys.
* Reduce the eco footprint of Sutton residents to three global hectares.

However, the way we achieve these outcomes will need to change.

**Sutton towards 2020**

We know that government austerity is going to continue for the foreseeable future.

As a result, we need to save another £20 million by 2016/17. This is on top of the £30million savings that have already been delivered. Tough decisions lie ahead.

We will have to adapt and innovate in our future approach, to ensure Sutton retains its special qualities as a safe, fair, prosperous and green borough. We want ours to be the most sustainable suburb in London.

To achieve our ambitions we will focus on:

* *Getting the basics right* – ensuring the borough is safe and clean.
* *Supporting and growing the local economy* – by securing inward investment and helping existing businesses to prosper and grow.
* *Working in partnership with local people* – by harnessing their enthusiasm for Sutton so they can play an even bigger part in our future success.
* *Helping people to help themselves* – encouraging and empowering our residents to manage their own lives and reducing their dependence on us.
* *Managing our resources carefully* – by looking for better and more efficient ways of doing things, including delivering services at a more local level.
* *Transforming the council* – by using the skills and expertise of our staff and listening to them to help improve the way we all work.

The council has set out its priorities and there are four areas of focus for the coming period that everyone will recognise as the Sutton approach. They are: locality and neighbourhood working; the delivery of economic renewal and inward investment; new approaches to prevention for adults and children’s services and the reform of how the internal organisation operates as we become more of a commissioning Council.

**How our people view Sutton in 2020**

We want our staff to be proud to work for Sutton in 2020, having helped us transform the organisation and the services we offer. They will say the council is a good employer which values and celebrates the contribution they make.

Our staff will recognise us for working in *partnership* with them – to deliver innovative and value-for-money services which residents value and are satisfied with.

Our staff will recognise us for treating them with *respect* – by listening carefully to what they say and valuing their skills, expertise, efforts and service insight.

Our staff will recognise us for our *innovation* – for the way in which we have responded to continued cutbacks by changing the way the organisation works, transforming existing (and launching new) services which are excellent and efficient.

Our staff will recognise us for how we celebrate their *diversity* – by valuing and respecting the different cultures that make up our workforce.

Our staff will recognise us for how we enable *empowerment* – by involving them in the decisions we make and looking to them for ways of improving what we do.

**How residents view Sutton in 2020**

Our ambition is that, in 2020, our residents see Sutton as a borough in which they feel proud to live or work, are safe and where their views are valued. They will say we deliver services in the right way, at the right time and for the right price.

Our residents will recognise us for working in *partnership* with them– enabling them to influence the way we work and shape future services.

Our residents will recognise us for treating them with *respect* – listening to their views and ensuring we consider how they might be affected by our actions.

Our residents will recognise us for our *innovation* – through, for instance, locally delivered services which are excellent and efficient and provide value for money.

Our residents will recognise us for our *diversity* – through the way we celebrate our different communities and promote what it is that makes Sutton so special.

Our residents will recognise us for how we enable *empowerment* - by encouraging them to make decisions about what happens in their own area.

**How businesses view Sutton in 2020**

By 2020 we will have further developed and promoted the case for Sutton as a place to invest. We will have good relationships with existing and new businesses and we will focus on developing our core business clusters.

We will be reaping the results of the work we put into Opportunity Sutton, such as jobs, a better retail offer, housing, regeneration and prosperity.

Businesses in Sutton will recognise us for working in *partnership* with them – to drive economic growth and safeguard and create jobs.

Businesses in Sutton will recognise us for treating them with *respect* - listening to their views and ensuring we consider how they might be affected by our actions.

Businesses in Sutton will recognise us for our *innovation* – through the way we have involved them in creating a good environment for businesses and how we are driving value for money.

Business in Sutton will recognise us for our *diversity* – through, for instance, how we have encouraged a range of new companies established here.

Businesses in Sutton will recognise us for how we enable *empowerment* – through, for example, the creation of additional Business Improvement District schemes.