



# Increasing Opportunities, Improving Outcomes:

Kent County Council's Strategic Statement 2015 – 2020

# “You Said, We Did” - how your views helped shape our strategic statement

## Why do we need a strategic statement?

Kent County Council has a new strategic statement which sets out our vision for the next five years. It focuses on outcomes – the difference we want to make for the people of Kent.

We want to continue to provide quality services that meet your changing needs, but we face significant financial pressures that mean we will need to make difficult decisions to help us face the challenges ahead.

So it is important that all our efforts are focused on the issues that really matter to you. We have fewer resources, so we want to target them where they will have the greatest impact.

A strategic statement helps us be clear about what we want to achieve, so we can change the way we work. That way everything we do will be focused on improving outcomes for you.

## How have you made a difference?

We asked for your views on our strategic statement and if we were focusing on the right outcomes. Your suggestions have helped us to make changes so our strategic statement is simpler, clearer and more focused on the issues that are most important to you.

You have had a direct influence – as a result of what you said we have changed the title, vision and the wording of almost all our outcomes so they better reflect the things you said matter most. You also helped to identify priorities for action that we will put into practice and deliver through our business plans.

## A vision on a single page

You said that we should keep it simple, and liked the idea of a diagram that summarised the strategic statement on a single page.

You can see the new wording which you helped to create in the following diagram.

**Our Vision:**

Our focus is on improving lives by ensuring that every pound spent in Kent is delivering better outcomes for Kent's residents, communities and businesses

**Strategic Outcome**

Children and young people in Kent get the best start in life

**Strategic Outcome**

Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life

**Strategic Outcome**

Older and vulnerable residents are safe and supported with choices to live independently

**Supporting Outcomes**

- Kent's communities are resilient and provide strong and safe environments to successfully raise children and young people
- We keep vulnerable families out of crisis and more children and young people out of KCC care
- The attainment gap between disadvantaged young people and their peers continues to close
- All children, irrespective of background, are ready for school at age 5
- Children and young people have better physical and mental health
- All children and young people are engaged, thrive and achieve their potential through academic and vocational education
- Kent young people are confident and ambitious with choices and access to work, education and training opportunities

**Supporting Outcomes**

- Physical and mental health is improved by supporting people to take more responsibility for their own health and wellbeing
- Kent business growth is supported by having access to a well skilled local workforce with improved transport, broadband and necessary infrastructure
- All Kent's communities benefit from economic growth and lower levels of deprivation
- Kent residents enjoy a good quality of life, and more people benefit from greater social, cultural and sporting opportunities
- We support well planned housing growth so Kent residents can live in the home of their choice
- Kent's physical and natural environment is protected, enhanced and enjoyed by residents and visitors

**Supporting Outcomes**

- Those with long-term conditions are supported to manage their conditions through access to good quality care and support
- People with mental health issues and dementia are assessed and treated earlier and are supported to live well
- Families and carers of vulnerable and older people have access to the advice, information and support they need
- Older and vulnerable residents feel socially included
- More people receive quality care at home avoiding unnecessary admissions to hospital and care homes
- The health and social care system works together to deliver high quality community services
- Residents have greater choice and control over the health and social care services they receive

**Our Business Plan Priorities:**

The cross cutting priorities that will help deliver the supporting outcomes

**Our Approach:**

The way we want to work as a council to deliver these outcomes

## TITLE

You Said	We Did
<ul style="list-style-type: none"> <li>We needed to change the title to make the purpose of the document clearer.</li> <li>We should change the phrase “supporting independence” which made you think of social care and older people.</li> <li>We should call it a strategic statement – you did not like the phrase ‘outcomes framework’ and thought this was jargon.</li> </ul>	<p>We changed the title to:</p> <p><i>“Increasing Opportunities, Improving Outcomes: KCC’s Strategic Statement (2015-2020)”.</i></p>

## VISION

You Said	We Did
<ul style="list-style-type: none"> <li>We needed to change the vision so it was more focused on what KCC will deliver.</li> <li>We needed to change the words “supporting independence” and “opportunity”.</li> </ul>	<p>We changed the vision to:</p> <p><i>“Our focus is on improving lives by ensuring that every pound spent in Kent is delivering better outcomes for Kent’s residents, businesses and communities”.</i></p>

## STRATEGIC OUTCOMES

Strategic Outcome	You Said	We Did
<p><b>Children and young people in Kent get the best start in life</b></p>	<ul style="list-style-type: none"> <li>Both children and young people are important.</li> <li>You liked the wording.</li> </ul>	<p>We did not make any changes.</p>
<p><b>Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life</b></p>	<ul style="list-style-type: none"> <li>We needed to change the words “increasing prosperity”.</li> <li>A “good” rather than “high” quality of life is more realistic in difficult economic times.</li> </ul>	<p>We removed or changed the phrases you did not like. We considered changing the phrase “in-work” but you told us that encouraging work and creating more jobs was important.</p>
<p><b>Older and vulnerable residents are safe and supported with choices to live independently</b></p>	<ul style="list-style-type: none"> <li>Choice is really important so people can choose the right level of independence for them.</li> <li>We needed to change the words “live well”.</li> </ul>	<p>We removed the phrase “live well” and changed the words so we emphasised choices for people to live independently.</p>

## SUPPORTING OUTCOMES

Strategic Outcome	You Said	We Did
<p><b>Children and young people in Kent get the best start in life</b></p>	<ul style="list-style-type: none"> <li>• Younger people felt excluded and more outcomes needed to better reflect their needs.</li> <li>• Access to education, training and work opportunities is an important issue for young people.</li> <li>• We need to communicate better with young people so they can access the support that is available for them to make the transition to adulthood.</li> </ul>	<ul style="list-style-type: none"> <li>• We have changed the wording of many outcomes to make it clearer they are about young people as well as children.</li> <li>• We have changed one of the supporting outcomes to focus on more choice and access to education, training and work opportunities.</li> <li>• We will consider how we can better communicate what we do and what support is available for young people.</li> </ul>
<p><b>Kent communities feel the benefits of economic growth by being in-work, healthy and enjoying a good quality of life</b></p>	<ul style="list-style-type: none"> <li>• Lowering levels of deprivation is very important.</li> <li>• We need to say more about supporting Kent business.</li> <li>• Growth, skills and infrastructure are all connected.</li> <li>• We needed a separate outcome on the environment.</li> </ul>	<ul style="list-style-type: none"> <li>• We have created a new outcome on deprivation.</li> <li>• We have changed the emphasis of the outcome on growth to be more focused on Kent business.</li> <li>• We have merged outcomes on growth, skills and infrastructure together.</li> <li>• We have created a new outcome on protecting, enhancing and enjoying Kent's environment.</li> </ul>
<p><b>Older and vulnerable residents are safe and supported with choices to live independently</b></p>	<ul style="list-style-type: none"> <li>• Mental health is an important issue for all ages.</li> <li>• Early assessment and treatment is important for people with mental health issues as well as dementia.</li> <li>• Families, carers and wider communities are important as well as individuals.</li> <li>• You did not like jargon like 'joined-up' and 'wrap-around' – you wanted the focus to be on quality community services.</li> </ul>	<ul style="list-style-type: none"> <li>• We made sure each of the strategic outcomes was underpinned by supporting outcomes about mental health across all life stages.</li> <li>• We changed the outcomes to focus on early assessment and treatment for mental health, as well as dementia.</li> <li>• We added a new supporting outcome for families and carers.</li> <li>• We simplified wording to get rid of jargon.</li> <li>• We have created two new business plan priorities about new technology for older &amp; vulnerable people, and educating Kent's communities about mental health and dementia.</li> </ul>

## How can I find out more?

- You can read the new strategic statement online [here](#).
- You can find out more about the changes we have made as a result of what you said in our [County Council Report](#).
- You can find out if we are on track to achieve our vision and deliver better outcomes in an annual report to our County Council. We will ask for your views on whether you feel we are making a difference.
- If you would like to share your views in the future, you can register with our [Consultation Directory](#). Tell us the issues you are interested in, and we will send you an e-mail notifying you when relevant consultations are launched.