

Setting a vision statement for your council.

A vision statement is one of the many ways to aid a connection between councils and their constituents.

Creating a Vision Statement

Creating a council vision statement can be a tricky task, especially when working across party lines. Statements give councillors and constituents a sense of direction, hope for the future, and something to look forward to for their wards. A vision statement creates a baseline for the planned achievements of the council, as well as an avenue for dialogue between the councillors and their constituents.

It is important to keep in mind the audience that the vision statement is being created for. It is for the council, to keep yourselves in check, while it is also for the constituents to hold the council accountable for its actions and goals. A vision statement's purpose is to connect the organisation with the needs of the wards the council is representing. It is a chance for the council to connect with the members of the community, much like a campaign slogan.

Things to keep in mind when writing your vision statement

1. Long term and Future Focused

Look forward about 5-10 years, where do you want to see your council in the future? What do you want the council to look like?

2. Ambitious and Inspiring

Shoot for the stars, but do so in a way that is realistic, credible and achievable.

3. Clear and Concise

Your mission statement should be accessible to councillors and constituents. It should not have language only known to councillors and should be written using Plain English. Who is likely to vote for you if they do not understand what your goals are?

4. Confident and conversational

After reading your vision statement, constituents should be able to ask questions, and begin a debate with their councillors about the mission. It should clearly state goals without obscure language.

5. Purpose

Focus on the "why" of your agenda and vision rather than who or what, this is helpful in defending your choices against controversy and getting voters on board.

Useful Tools



The Intent versus Impact model facilitates understanding by identifying the distinctions between the way people perceive their own actions (the intent) and the way others interpret those actions (the impact). Often, when communication breaks down, a gap exists between Intent and Impact and unintended consequences occur. It is helpful to consider how clear your intent is when you share your vision.

Council Vision Statements - examples



ISLINGTON

Towards a fairer Islington - *We're determined to make Islington fairer. To create a place where everyone, whatever their background, has the opportunity to reach their potential and enjoy a good quality of life.*



Vision for Leeds - 'Best city in the UK'- *that is the key aim of the Vision for Leeds 2011-2030. It means:*

Leeds will be fair, open and welcoming

Leeds' economy will be prosperous and sustainable

all of Leeds' communities will be successful