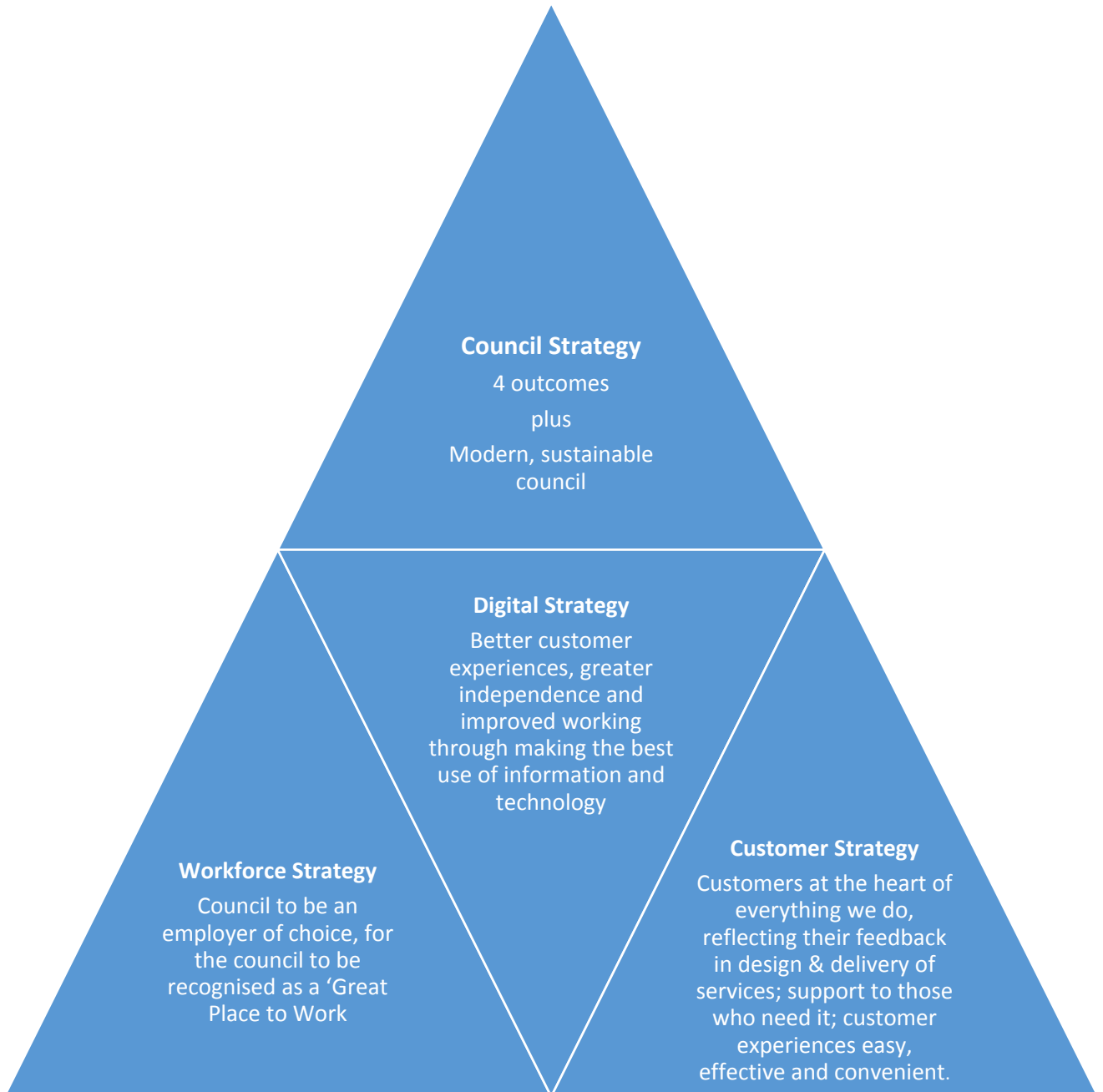


Strategic Framework

Explicit alignment and linkage between Council Strategy, Medium Term Financial Strategy, Workforce Strategy, Customer Strategy and the Digital Strategy



Council Strategy Outcomes	Alignment and linkages
<ul style="list-style-type: none"> • Southampton is a city with strong and sustainable economic growth • Children and young people in Southampton get a good start in life • People in Southampton live safe, healthy, independent lives • Southampton is a modern, attractive city where people are proud to live and work 	<p>MTFS Delivery of the priority outcomes in the Council Strategy in an affordable and sustainable way over a 4 year period. (link with Workforce, Customer and Digital Strategies)</p> <p>Digital Strategy</p> <ul style="list-style-type: none"> • Southampton has a growing digital economy • Digital data is secure, accurate and well-managed • Public services in Southampton are digitally 'joined up'
<p>We want to put our residents and customers at the heart of everything we do:</p> <ul style="list-style-type: none"> • First time resolution – getting things right first time and delivering joined-up services with partners. • Easy as 1,2,3 – simple, efficient services designed around our customers' needs. • Informed by insight – involving our customers in the design, development and review of services. <p>Assisted digital – digital services, with extra help for those who need it. Empower customers, communities and employees - supporting customers and communities to become more self-reliant.</p>	<p>Customer Strategy</p> <ul style="list-style-type: none"> • We want to put all of our customers at the heart of everything we do, reflecting their feedback in the design and delivery of services, and to provide appropriate support to those who need it ensuring that customer experiences are easy, effective and convenient. • Better customer experiences (Link with Digital Strategy) <p>Digital Strategy</p> <ul style="list-style-type: none"> • Make contacting the council, finding information and doing business with us easier for our customers (Link with Customer Strategy) • Digital is the first choice for most customers
<p>Modern sustainable council</p> <p>Value for money – delivering cost effective services, ensuring that we can continue to keep customers at the heart of what we do.</p>	<p>MTFS Workforce Strategy</p> <ul style="list-style-type: none"> • To be an employer of choice, for the council to be recognised as a 'Great Place to Work' where employees have pride in their work, the council and the city. • A robust HR and OD foundation (link with Digital Strategy) • Help the council run efficiently, providing staff with the right digital tools for the job(link with Digital Strategy) <p>Digital Strategy</p> <ul style="list-style-type: none"> • Our digital vision is of better customer experiences, greater independence and improved working through making the best use of information and technology (Link with Customer Strategy)