

<b>Report on</b>	Marketing & Communications Service Improvement Plan 2018-2019
<b>Date of Meeting</b>	3 May 2018
<b>Reporting Officer</b>	Ursula Mezza
<b>Contact Officer</b>	Ursula Mezza

<b>Is this report restricted for confidential business?</b>	Yes	
If 'Yes', confirm below the exempt information category relied upon	No	x

<b>1.0</b>	<b>Purpose of Report</b>
1.1	To consider the draft Service Improvement Plan for the Marketing & Communications Service for the 2018-2019 year.
<b>2.0</b>	<b>Background</b>
2.1	In line with corporate performance improvement requirements and to ensure that every service contributes to performance improvement, every service produces an annual individual improvement plan.
<b>3.0</b>	<b>Main Report</b>
3.1	The Improvement Plan for 2018-2019 sets out key priorities for the service in the year ahead, including increased numbers of annual marketing and communications plan for key services, and the further advancement of the service's 'digital first' agenda.
3.2	How the service will support two of the Council's performance improvement objectives (2017-2019) is also detailed, with the development of new evidence-based strategies and tactical plans for leisure and outdoor recreation and a new waste campaign to reduce reliance on landfill.
<b>4.0</b>	<b>Other Considerations</b>
<b>4.1</b>	<b>Financial, Human Resources &amp; Risk Implications</b>
	Financial: N/A
	Human: N/A
	Risk Management: The revisions assist in the mitigation of risk associated with non-compliance with the new GDP Regulation.
<b>4.2</b>	<b>Screening &amp; Impact Assessments</b>
	Equality & Good Relations Implications: N/A

	Rural Needs Implications: N/A
<b>5.0</b>	<b>Recommendation(s)</b>
5.1	That the Committee accepts the 2018-2019 Service Improvement Plan for Marketing & Communications.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
	Appendix 1 Service Improvement Plan 2017-2018.