

Report on	Service Improvement Plan Chief Executive's Office: Marketing and Communications Service.
Date of Meeting	Thursday 9 th May 2024
Reporting Officer	Kate Keys, Marketing and Communications Development Manager
Contact Officer	Kate Keys, Marketing and Communications Development Manager

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	<input type="checkbox"/>
	No	<input checked="" type="checkbox"/>

1.0	Purpose of Report
1.1	To consider the draft Service Improvement Plan for the Marketing and Communications Service for the 2024 – 2025 year.
2.0	Background
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 service plan.
3.0	Main Report
3.1	The Marketing and Communications service improvement plan for 2024 – 2025 sets out key priorities for the service in the year ahead, building on the work undertaken during the last year, and also highlights some of the services' main work and achievement of objectives across its range of responsibilities in 2023 – 2024.
3.2	Objectives in the new plan relate to the ongoing development of improved and focused internal communications, specifically the development of a new intranet, to contribute to a connected and engaged employee group who will feel informed and involved. It also has a focus on improved key cross-directorate/service communications with external audiences, across health, leisure and wellbeing, Development and Environmental Services. This will extend work started in the previous year.
3.3	In addition to this work, the plan also focuses on the key area of dog fouling and littering hotspots, building upon the campaign work carried out the previous year.
3.4	With the growth of social media as a primary communications tool for many, the plan focuses on developing more engaging social media content to explain and

	<p>promote Council priorities and activities and increase awareness of the services Council provides.</p>
3.5	<p>The plan also addresses the services' core objectives of ensuring that the reputation of the Council is protected, and the profile of the District is raised in a positive way, as well as ensuring consistently applied branding throughout the organisation.</p>
3.6	<p>The final core objective for the service improvement plan is to ensure that our communications allow the Council and the community to prepare, respond and recover in a crisis, and to develop and improve the role and readiness of the Marketing and Communications Service to support the Council's Business Continuity Plan.</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: N/A
	Human: N/A
	Risk Management: N/A
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	Recommendation(s)
5.1	<p>That the Committee accepts the 2024 – 2025 Marketing and Communications Service Improvement Plan.</p>
6.0	Documents Attached & References
	<p>Marketing and Communications Service Improvement Plan 2024 – 2025.</p>