Report on	Marketing & Communications Service Improvement Plan 2019-2020
Date of Meeting	6 June 2019
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

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

1.0	**Purpose of Report**
1.1	To consider the draft Service Improvement Plan for the Marketing & Communications Service for the 2019-2020 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 improvement plan.
3.0	**Main Report**
3.1	The Improvement Plan for 2019-2020 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.
4.0	**Other Considerations**
4.1	**Financial, Human Resources & Risk Implications**
	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.

4.2	**Screening & Impact Assessments**
	Equality & Good Relations Implications: N/A
	Rural Needs Implications: N/A
5.0	**Recommendation(s)**
5.1	That the Committee accepts the 2019-2020 Service Improvement Plan for Marketing & Communications.
6.0	**Documents Attached & References**
	Service Improvement Plan 2019-2020.