

Report on	Departmental Service Improvement Plan: Chief Executive's Office
Date of Meeting	Thursday 9 June 2022
Reporting Officer	Ursula Mezza
Contact Officer	Ursula Mezza

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

1.0	Purpose of Report
1.1	To consider the draft Departmental Service Improvement Plan for the Marketing and Communications Service for the 2022-2023 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 improvement plan. In 2022-23 these plans are being presented for Departments as a whole.
3.0	Main Report
3.1	The Improvement Plan for 2022-2023 sets out key priorities for the marketing and communications service in the year ahead, building on the work undertaken during the last year, and also highlights the service's performance against the its objectives and planned improvements for 2021-22.
3.2	Objectives in the new plan (pages 30-32, 33-34) relate to the ongoing development of specific marketing and communications plans to support key service areas, with specific reference to the Council's capital investment programme, a refreshed waste reduction campaign and the development and delivery of an annual marketing plan for OM Dark Sky Park and Observatory.
3.3	The plan also outlines how the service will build on the foundation of its marketing and communications planning, to review and refine evaluation activity, agreeing measures at the planning stage and actions at the end delivery stage with internal clients.
3.4	This year will also see the introduction of a social media management tool to streamline publishing and responses to enquiries and an email marketing tool which will allow a standardised approach to email marketing across our services

	and in our planned communications to increase engagement and trust in our online services.
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	That the Committee accepts the 2022-2023 Departmental Service Improvement Plan for the Marketing and Communications Service.
6.0	Documents Attached & References
6.1	Departmental Service Improvement Plan for Chief Executive's Office 2022-23.