

<b>Report on</b>	Service Improvement Plans: Chief Executive's Office
<b>Date of Meeting</b>	Thursday 3 June 2021
<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 and Communications Service for the 2021-2022 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 2021-2022 sets out key priorities for the service in the year ahead, building on the work undertaken during the last year, and also highlights the service's work and achievements across its range of responsibilities in 2020-2021.
3.2	Objectives in the new plan relate to the ongoing development of specific marketing and communications plans to support key service areas, including leisure, economic development, recycling and in a new focus, on the Council's capital investment programme. This will extend work started in the previous year.
3.3	Allied to planning is the need to evaluate the service's work and in this year, a formal evaluation framework will be introduced which starts to move the service beyond the measurement of outputs to the assessment of outcomes.
3.4	The service's final core area of work is the support for the opening of OM Dark Sky Park and Observatory and the development and delivery of a marketing campaign in the new facility's first year.

<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: N/A
<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 2021-2022 Marketing and Communications Service Improvement Plans.
<b>6.0</b>	<b>Documents Attached &amp; References</b>
6.1	Marketing & Communications Service Improvement Plan 2021-2022.