

Report Reference Number: E/21/17

To:	Executive
Date:	9 September 2021
Status:	Non key decision
Ward(s) Affected:	All
Author:	Stuart Robinson, Head of Business Development & Improvement
Lead Executive Member:	Cllr Mark Crane, Leader of the Council
Lead Officer:	Janet Waggott, Chief Executive

Title: Annual report 2020/21

Summary:

The annual report is a key way in which we tell the story of progress against our Council Plan priorities as well as giving important information about our finances and day-to-day performance.

2020/21 was a year like no other. In the face of the Covid-19 pandemic and the additional distraction of local government reorganisation the Council managed to lead the district response to and recovery from Covid-19 whilst delivering against our key priorities and sustaining performance on the majority of our key performance measures.

Recommendation:

Executive agrees to the content of the attached Annual Report 2020/21.

Reasons for recommendation:

The Executive is asked to approve publication of the annual report in order for it to be used as a document to explain how the Council has performed and used its money; this also enables the Council to use information within the report to support a range of other public and internal communications.

1. Introduction and background

- 1.1 The Council has a track record of producing yearly 'annual reports' for the Council. Annual reports provide a review of progress against our stated priorities – as set out in our Council Plan 2020-30. There was no Annual Report last year due to prioritising the pandemic response.

2. The report

- 2.1 This year's Annual Report will be designed to be read online whilst giving readers the option to print their own hard copy if required. The narrative contained in the attached draft will be enhanced through use of infographics and high quality, relevant images.
- 2.2 It is proposed that we use extracts from the main document as stand-alone infographics and photo stories for other external communication channels (e.g. social media) and for internal communications (e.g. intranet). We know this type of 'bite-sized' update brings higher rates of audience engagement.
- 2.3 We will proactively send links to the full documents to a range of stakeholders, including the organisations we work alongside.

3. Alternative Options Considered

- 3.1 Previous years' reports have been published in the format of our residents' newspaper and distributed to every home. This required significantly more funding than this year's proposed approach, which is designed to create a set of material that can be used through different channels alongside the main document.

4. Implications

4.1 Legal Implications

Not applicable.

4.2 Financial Implications

The report enables us to publish the year-end financial details.

4.3 Policy and Risk Implications

Not applicable.

4.4 Council Plan Implications

The report enables the Council to explicitly report progress on work to support the Council Plan priorities.

4.5 Resource Implications

Not applicable.

4.6 Other Implications

Not applicable.

4.7 Equalities Impact Assessment

Whilst the main report will be an online-only document, significant work has been undertaken with our website – and the way we present information online – to ensure documents are fully accessible.

5. Conclusion

- 5.1 The annual report gives the Council an opportunity to reflect on achievements and challenges and supports our on-going dialogue with residents, businesses and partners.
- 5.2 Publishing the report in the proposed format enables the Council to make the best use of the material in a cost effective way, as infographics and images can be used to support other external and internal communications.

6. Background Documents

Not applicable.

7. Appendices

Appendix A: Draft Annual Report 2020/21.

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