



Report Reference Number: E/19/07

To: Executive
Date: 11 July 2019
Status: Non key decision
Ward(s) Affected: Whole district
Author: Mike James, Communications Manager
Lead Executive Member: Cllr Mark Crane, Leader of the Council
Lead Officer: Julie Slatter, Director of Corporate Services and Commissioning

Title: Annual Report 2018/19

Summary:

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

Recommendation:

Executive agrees to the approach and design format for this year's annual report.

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 Each year we produce an annual report for the Council – a review of our key achievements and our financial position.
- 1.2 Last year's report was presented as a special edition of our residents' newspaper, Citizenlink, and delivered to every home in the district. The proposed approach for this year's report is to return to an online-only format, presented primarily through infographics and images.

2. The report

- 2.1 This year's report is designed to be an online-only document. Material is presented through a series of infographics and photo stories.

2.2 With this design we can 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'll proactively send links to the full documents to a range of stakeholders, including the organisations we work alongside.

3. Alternative Options Considered

Last year's report was 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 Corporate Plan Implications

The report enables the Council to explicitly report progress on work to support the Corporate 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, the infographics and photo updates included will be used in a wide range of other communications about the Council's work. This will be included printed documents, such as the residents' newspaper and updates for Council tenants. This will help to maximise the reach of the material across all audience groups.

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 2018/19.

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