Democratic Services

Directorate Plan 2018 Update

North Ayrshire Council
Comhairle Siorrachd Àir a Tuath

Welcome to the Democratic Services Directorate Plan

Our mission '*Making it Happen.*' sums up our supporting role in the delivery of the Council's priorities. Being at the heart of the authority, at the interface of Member/Officer decision making processes gives us a unique insight into the Council and its corporate   priorities. This allows us to add value and expand the horizon of the possible. In other words, quoting our Communications Team, "to sprinkle the magic fairy dust   ".

Of course, all this is set against a background of decreasing resources and increasing demand   - a need to deliver more for less. This means that we need to be clear about our priorities, those of other Directorates and Members, and how we will deliver them. To enable transformation we need to be flexible and adaptable, and to innovate. At the same time we need to deliver high quality professional services, on time and on budget.

The bedrock for our priorities remains the principles of reducing inequality, continuous improvement, sound governance, and effective communication.

Andrew Fraser
Head of Service

Democratic Services Key Priorities

All directorates deliver services inline with the Council's priorities.

Council Plan 2015-18

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Growing our economy, increasing employment and regenerating towns	Working together to develop strong communities	Ensuring people have the right skills for learning, life and work	Supporting all of our people to stay safe, healthy and active	Protecting and enhancing the environment for future generations

This directorate plan focuses on delivering the Democratic Service's key priorities. These are summarised below, with the key actions we will take to deliver them on the following pages.

Democratic Services Priorities 2015-18 (2018 Update)

1. Supporting the Council and its Partners to Make it Happen	2. Provide a comprehensive and responsive Legal Service	3. Effective delivery of Communications
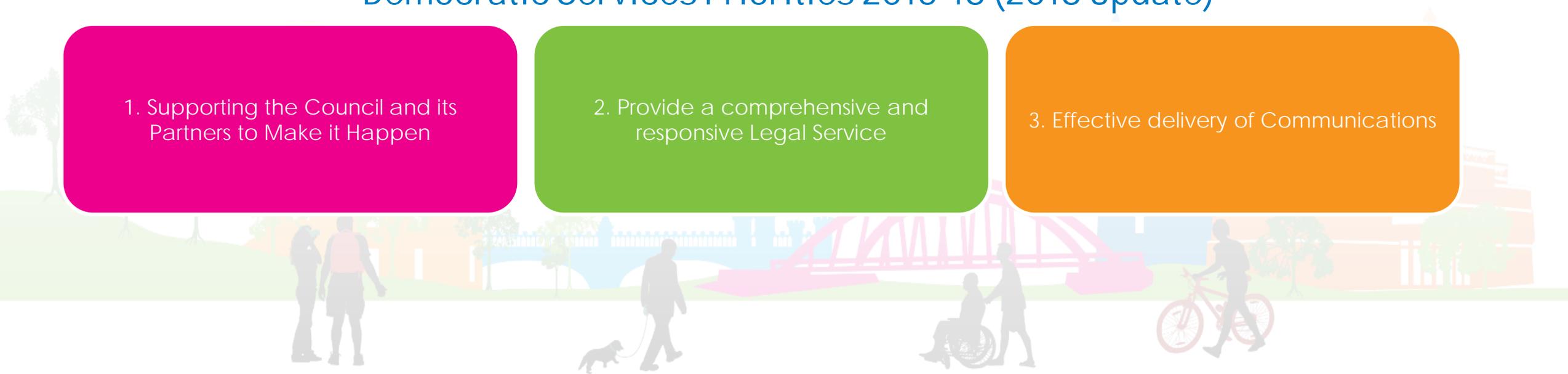
Priority 1

"Supporting the Council and it's Partners to Make it Happen"

We will achieve this by:

- Developing a new Council Plan

- Developing evidence based policy

- Improving staff engagement and wellbeing

- Delivering high quality Public Performance Reporting

- Enhancing Partnership working

- Embedding equalities

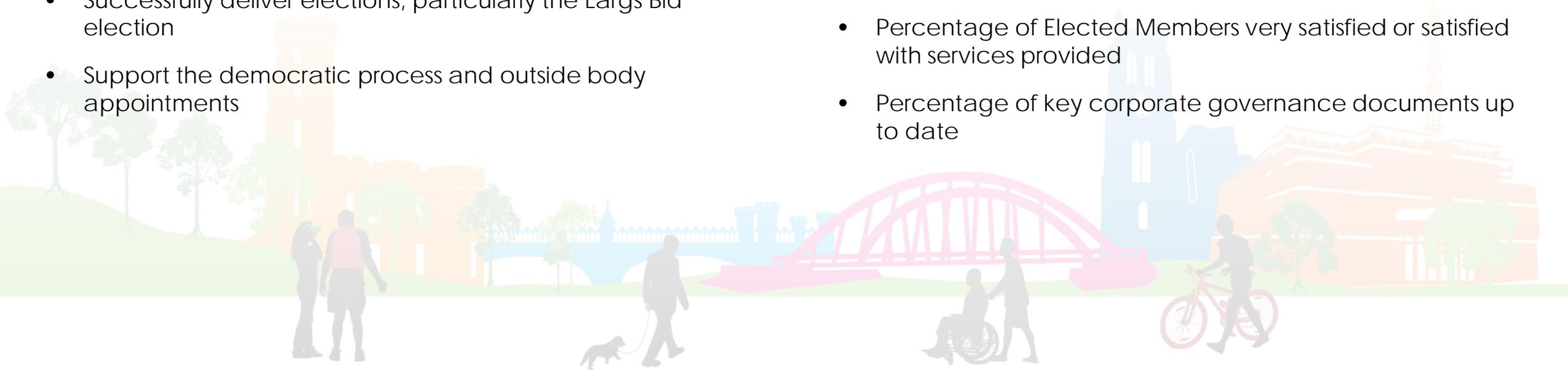- Successfully delivering elections and supporting democracy

Priority 1. Supporting the Council and it's Partners to Make it Happen

Actions:

- Lead corporate performance initiatives e.g. Council Plan, Best Value Review, Public Performance Reporting

- Support Fair for All, the CPP's Strategy to promote equity

- Support the Council to develop evidence based policy

- Work with staff to improve engagement and wellbeing

- Support delivery of Locality Action Plans and use these, with participatory budgeting and the Community Investment Fund to engage communities and enhance partnership working

- Support equality mainstreaming across the Council

- Successfully deliver elections, particularly the Largs Bid election

- Support the democratic process and outside body appointments

Measuring success:

- Percentage of respondents who agree that Locality Partnerships are helping to address local issues and local inequalities

- Employee Engagement Level

- Implementation of the Performance Management Forum work plan

- Support Services as a % of total gross expenditure

- Percentage of staff who have had a PPD interview in last 12 months

- Percentage of invoices paid within 30 days for Democratic Services

- Percentage of Elected Members very satisfied or satisfied with services provided

- Percentage of key corporate governance documents up to date

"Provide a comprehensive and responsive Legal Service"

We will achieve this by:

- Providing comprehensive legal support for major Council initiatives

- Finalising and implementing an evidence based Licensing Policy Statement and Overprovision Assessment for the Licensing Board

- Renewing all Personal Licences

- Ensuring the Council is fully compliant with all legal requirements

Priority 2. Provide a comprehensive and responsive Legal Service

Actions:

- Provide comprehensive support for major Council initiatives e.g. Pan-Ayrshire Economic Partnership, the developing Ayrshire Growth deal, new housing initiatives, GDPR, and municipalisation activities

- Finalise and implement an evidence based Licensing Policy Statement and Overprovision Assessment for the Licensing Board

- Re-licence all Personal Licences under the Licensing (Scotland) Act 2005

- Through the Monitoring Officer ensure that the Council complies with all legal requirements

- Review the Council's governance arrangements

Measuring success:

- Total cost of the legal function as a percentage of organisational running costs (expenditure)

- Average hourly rate of in-house legal team

- Percentage of very satisfied and satisfied customers (Legal Services)

"Effective delivery of Communications"

We will achieve this by:

- Delivering transparent and effective communications for all stakeholders

- Ensuring communications are more digital

- High levels of workforce engagement

- Ensuring North Ayrshire Council is viewed as a reputable and innovative local authority

Priority 3. Effective delivery of Communications

Actions:

- Implement the commitments and standards outlined in the Communications Strategy and review progress

- Transform the service to better reflect the increasingly digital nature of communications

- Embed improved internal communications channels to drive and support council priorities

- Enhance and promote North Ayrshire Council to local, regional and national audiences

Measuring success:

- The value of media (print/online/TV/radio) coverage secured for North Ayrshire Council

- Staff satisfaction levels with internal communications via annual staff Internal Communications Survey

- The number of Social Media impressions and engagements arising from proactive digital media campaigns