

**MAIDSTONE BOROUGH COUNCIL**

**LEADER OF THE COUNCIL**

**REPORT OF THE HEAD OF COMMUNICATIONS**

**Report prepared by Vronni Ward**

**Date Issued: 5 August 2010**

**1. Maidstone Borough Council's Annual Report 2009-10**

1.1 Key Issue for Decision

1.1.1 To approve the council's annual report for 2009-10.

1.2 Recommendation of the Head of Communications

1.2.1 That the Leader of the Council approves the annual report 2009-10.

1.3 Reasons for Recommendation

1.3.1 To publish information to the public on our performance and achievements over the last municipal year.

1.3.2 The Annual Report will be designed, placed on our website, published within Borough Update in the Downsmail and distributed to stakeholders.

1.3.3 A copy of the Annual Report can be found in Appendix A.

1.4 Alternative Action and why not Recommended

1.4.1 It is important that we provide the public with information about how well we perform, not to do so would go against our wish to inform and engage the public.

1.5 Impact on Corporate Objectives

1.5.1 No direct impact on corporate objectives besides publicising them.

1.6 Risk Management

1.6.1 Failure to publish our performance could result in a risk to our reputation.

## 1.7 Other Implications

### 1.7.1

1. Financial
2. Staffing
3. Legal
4. Equality Impact Needs Assessment
5. Environmental/Sustainable Development
6. Community Safety
7. Human Rights Act
8. Procurement
9. Asset Management

X

1.7.2 The design costs are £270. Besides putting it in Borough Update, we will not be publishing a hard copy this year but making it available to view on the council website.

## 1.8 Conclusions

1.8.1 The Leader needs to consider whether he is happy with the content of the Annual Report 2009-10.

## 1.9 Relevant Documents

1.9.1 Appendix A Annual Report 2009-10

1.9.2 Background Documents - None.

**IS THIS A KEY DECISION REPORT?**

Yes

☐

No

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If yes, when did it first appear in the Forward Plan?

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This is a Key Decision because: .....

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Wards/Parishes affected: .....

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**How to Comment**

Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

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