

Report

Report to:	Finance and Corporate Resources Committee
Date of Meeting:	6 March 2024
Report by:	Chief Executive

Subject:	Communications and Strategy Services
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ request Committee approval for a change in the management lines for Communications and Strategy Services, to report directly to the Chief Executive

2. Recommendation(s)

2.1. The Committee is asked to approve the following recommendation(s):-

- (1) that the contents of the report be noted; and
- (2) that the changes outlined at paragraph 4.4 be approved.

3. Background

3.1. Communications and Strategy Services is currently part of Finance and Corporate Resources, alongside Administration and Legal, Finance (Strategy), Finance (Transactions), IT, and Personnel services.

3.2. As with all Finance and Corporate Resources' services, Communications and Strategy provides a range of key corporate services in support of all Resources. These are: Communications (Public and Press Relations, Digital, Graphics and Print), Research and Improvement (including performance reporting and Best Value), Community Engagement, and Resilience. There are 51 FTE employees in the Service.

4. Proposal

4.1. It is proposed that Communications and Strategy Services should become part of the office of the Chief Executive, with management lines changing accordingly and the Head of Communications and Strategy Services reporting directly to the Chief Executive.

4.2. The proposed change would in many ways formalise what are current de facto arrangements. To shorten reaction times in a world of ever-faster communications, the Chief Executive is kept aware of pressing issues at all times and is often the senior manager who is asked to approve actions taken. The Chief Executive is also the principal target, among officers, for information relating to the Council's performance and its pursuit of Best Value. The Chief Executive also must be kept aware at all times of important issues relating to resilience.

- 4.3. The model of an Office of the Chief Executive which includes direct management of a small number of core corporate services, across communications and strategy-type services, is used successfully at other large Scottish local authorities. Feedback from colleagues is those councils suggest the arrangements can assist quick decision-making and also lend additional authority to the output from such services.
- 4.4. It is therefore proposed that the entire Communications and Strategy Services moves from Finance and Corporate Resources to the Chief Executive's office. The Chief Executive would manage the service directly, but current reporting arrangements relating to finance and personnel matters will remain as they are, ie through the Finance and Corporate Resources Committee.

5 Employee Implications

- 5.1 All conditions and working arrangements will remain as they are. Only the management line will change, from Finance and Corporate Resources Executive Director to the Chief Executive. This means only the Head of Service's reporting lines will change – those of all other employees will remain the same.

6 Financial Implications

- 6.1 There are no financial implications.

7. Climate Change, Sustainability and Environmental Implications

- 7.1. There are no implications for climate change, sustainability or the environment in terms of the information contained in this report.

8 Other Implications

- 8.1. There are no implications for risk in terms of the information contained within this report.

9 Equality Impact Assessment and Consultation Arrangements

- 9.1 This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.
- 9.2. There is also no requirement to undertake any consultation in terms of the information contained in the report.

Paul Manning
Chief Executive

14 February 2024

Link(s) to Council Values/Priorities/Outcomes

- ◆ Accountable, effective, efficient and transparent
- ◆ Focused on people and their needs
- ◆ Excellent employer

Previous References

- ◆ None

List of Background Papers

◆ None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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