

NORTH LANARKSHIRE COUNCIL

REPORT

TO: Social Work Committee	Subject: Social Work Department Service Plan 1999-2002 Publicity and Information Arrangements
FROM: Jim Dickie Director of Social Work	
DATE OF COMMITTEE: 30th March 1999	
REPORT AUTHOR: Stephen Rankin	
REF: JD/SR	

1 PURPOSE OF REPORT

- 1.1 This report advises members of the publicity and information arrangements that are proposed to promote the Social Work Department Service Plan 1999-2002.

2 BACKGROUND

- 2.1 The Social Work Department Service Plan 1999-2002 is central to the Council's corporate planning process and provides an essential link between forward planning, departmental management and the authority's budget. Annual Service Plans provide a framework which ensures that Council services are planned in a regular and consistent way to effectively meet the community of North Lanarkshire's needs.
- 2.2 Social Work Committee of 19 January 1999 approved the Social Work Department Service Plan 1999-2002. The Plan proposed that specific arrangements were made to inform health care, social care and housing organisations, social work staff and the public of the contents of the Plan.

3 INFORMATION ARRANGEMENTS

- 3.1 To help to inform the public and our partners of the contents of the Plan, it is proposed that there be a public launch of the Service Plan.
- 3.2 It is further proposed that a Service Plan Summary be produced and distributed to all social work staff, elected members, other Council departments and partner agencies outlining sections on:
- ◆ Our mission statement.
 - ◆ Our aims.
 - ◆ What does the Social Work Department do?
 - ◆ How are we going to improve our services?
 - ◆ Securing the Best Value in our services.
 - ◆ Tell us what you think.....

- 3.3 It also proposed that a leaflet be produced and distributed to a wide range of external agencies and the public explaining the department's purpose and function and how to access services through Area Team offices.

4 FINANCIAL IMPLICATIONS

- 4.1 The cost of printing and distributing 5,000 copies of the Summary and leaflet will be £3,621. It is proposed that this will be met through the existing Social Work budget.

5 RECOMMENDATIONS

- 5.1 Committee is asked to:

- (i) authorise the public launch of the Service Plan;
- (ii) authorise expenditure for the publication of the Summary and leaflet and;
- (iii) otherwise note the terms of the report.

Kathy Somas

JD
Jim Dickie
Director of Social Work
10th March 1999

For further information on this report please contact Stephen Rankin, Planning Officer (TEL: 01698 332071)