

Key Decision Details

Decision Name	Consultation and Engagement Strategy, Communications and Marketing Strategy, Customer Service Strategy.
Date of Decision	21 February 2008
Decision maker	Cabinet
Describe the Decision taken	Approved the contents of the Customer Service, Communications and Marketing and Consultation and Engagement Strategies and requested that a further report be submitted as and when the supporting action plans are developed.
What were the reasons for taking the Decision?	Updated following the adoption of a revised version of "Growing Success"
What alternative options were considered and rejected?	
Conflict of interest and dispensation	None
Is the decision a Key Decision?	Yes
Was the decision included in the Forward Plan	Yes
Was the decision subject to the urgency proceedings?	No
List the background papers to any report considered by the Decision Taker	None.
Person Making this report	Mrs Helen Taylor
Date upon which the Decision will come into force, subject to no call-in	29 February 2008
Accompanying Documents	report to Cabinet Feb 08 Consultation Engagement Strategy 2008 - 2011 Communications and Marketing

Strategy 2008 - 2011

Customer Service Strategy 2008 -
2011