Contribution to the Council's Corporate Priorities/ Objectives:	<b>People</b> – Fair and accessible services for those that use them and opportunities for everyone to contribute
	This priority focuses on delivering strong services and seeking to enhance the quality of life, health and wellbeing, particularly for those who are vulnerable.
	Place – Safe and Clean
	This priority focuses on sustainability, the built environment and ensuring our towns and villages are safe and clean.
	Prosperity – Improving the economic and social opportunities available to our communities
	This priority focuses on safeguarding and enhancing our unique mix of rural and urban communities, promoting sustainable, economic opportunities and delivering cost effective services.
Consultation:	The data quality strategy policy has been circulated around to relevant officers and Heads of Service for comments.
Legal:	There are no legal implications.
Financial:	There are no financial implications.
Human Resource:	There are Human Resource implications.
Risk Management:	By not having an effective data quality strategy in place, it puts the Council at risk of losing confidence in the data on which the council decisions are based. The data quality strategy is one tool designed to help mitigate against this risk. Also good data quality practices increase local accountability.
Health and wellbeing – issues and impacts:	There are no direct Health and Wellbeing implications in regard to this report.