
Communications Strategy and Action Plan

1. SUMMARY

A new communications strategy and action plan has been developed in line with the Council's Improvement Plan. This will replace the 1998 communications strategy which no longer reflected the needs of the Council and its stakeholders. This report and draft strategy provides an opportunity for Councillors to input into the strategic direction of the Council's corporate communications function. Other strategic Council initiatives have informed the revised strategy such as audits, Process for Change, Public Performance Reporting and Community Engagement.

The first stage in improving our communications as a Council is to agree on the high level recommendations within the communications strategy and to agree to implement the action plan (see attached strategy and action plan document). The action plan is designed within the Council's Planning and Performance Management Framework and the activities within it will complement and enhance activity that is already ongoing.

2. RECOMMENDATIONS

It is recommended that the Executive:

- i) Considers the attached strategy and action plan
- ii) Endorses the communications objectives and outcomes
- iii) Agrees the communications strategy and supports the implementation of its recommendations and action plan (subject to changes recommended by the Executive)
- iv) Supports the roll out of the action plan and agrees to participate in relevant items

3. DETAIL

The communications objectives will support the overall needs and priorities of the Council. Measurement of their success is paramount so outcomes and success measures are outlined within the action plan. The key action plan items are highlighted below, beneath each of the communications objectives and more detail can be found in the attached communications strategy and action plan document:

- Support a range of changes to the Council's toolkit;

Personnel Appropriate training and support that is required to deliver the action plan will be provided.

Legal Data protection, FOI and DDA obligations to be met when implementing all activities

Equal Opportunities All communications activity will be in line with the Council's Equality and Diversity Policy and will be accessible to all.

For further information please contact:

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