

## **MEMBERS WORKING GROUP – COMMUNICATIONS STRATEGY**

### **Strategy and Performance Advisory Committee – 28 January 2014**

Report of                      Head of Transformation & Strategy

Status:                        For Consideration

Key Decision:                No

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**This report supports the Promise in the Corporate Plan to provide value for money.**

**Portfolio Holder**        Cllr. Peter Fleming

**Contact Officer(s)**     Lee Banks (Ext. 7161)

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#### **Recommendation to Strategy & Performance Advisory Committee:**

Members note the work of the Members Working Group and endorse the proposals made to improve the Council's Communications Strategy.

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**Reason for recommendation:** To ensure the work of the Members Working Group is incorporated in to the Council's Communications Strategy for 2014/15.

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#### **Introduction and Background**

- 1        At its meeting of 8 October 2013, the Strategy and Performance Advisory Committee resolved that a Working Group of Cllrs Mrs George, Mrs Parkin, Miss Stack and Miss Thornton be established to make recommendations for the Council's 2014/15 Communications Strategy.
- 2        The Working Group elected Cllr Lorraine Stack as the Chairman of the Group, which subsequently met on six occasions to set the scope of the review, research and evaluate the issues and develop their recommendations.
- 3        Members were supported by officers from the Communications Team, met with officers who manage the Council's key commercial services and carried out a survey to gather the views of Members on communications matters.

#### **Scope of the review**

- 4        At their first meeting the Members Working Group concluded that their review of the Communications Strategy would focus on three areas. These were:
  - To develop and refine the Council's 'tone of voice'. Special regard to be paid to the communication channels that impact most on the Council brand experience, namely: the Council website; Contact Centre and reception; staff; and Members;

- In recognition of section 6 of the Corporate Plan, the Council’s long-term aspiration to become more financially self-sufficient, develop marketing plans for commercial services to generate additional income; and
- To consider Members’ communications needs.

5 A summary of the work undertaken, the findings and recommendations will be presented by the Working Group at the Strategy and Performance Advisory Committee meeting.

6 To assist with this presentation the Appendices to this report provide:

- A summary of the Communications Team, including its roles, responsibilities and budgets;
- A summary of the Council’s commercial services;
- The results of the Members’ Communications survey; and
- The results of a website evaluation completed by the Working Group.

**Other Options Considered and/or Rejected**

None

**Key Implications**

Financial

None.

Legal Implications and Risk Assessment Statement.

None.

Equality Impacts

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence
a. Does the decision being made or recommended through this paper have potential to disadvantage or discriminate against different groups in the community?	No	There are no equality impacts arising.
b. Does the decision being made or recommended through this paper have the potential to promote equality of opportunity?	No	
c. What steps can be taken to mitigate, reduce, avoid or		Not applicable

Consideration of impacts under the Public Sector Equality Duty:		
Question	Answer	Explanation / Evidence
minimise the impacts identified above?		

## Conclusions

The Members Communications Strategy Working Group will present their findings to the Advisory Committee on 28 January. This report provides a summary of the remit of the Working Group and provides a range of supporting information as Appendices.

## Appendices:

Appendix A – Communications Team roles and responsibilities

Appendix B – Commercial services

Appendix C – Members' Survey

Appendix D – Website evaluation

## Background Papers:

None

**Dr Pav Ramewal**  
**Chief Executive**