

COMMUNICATIONS STRATEGY AND 2013/14 WORK PLAN

Strategy and Performance Advisory Committee – 24 June 2014

Report of	Chief Executive
Status:	For Consideration
Also considered by:	Cabinet – 17 July 2014
Key Decision:	No

This report supports the Council's promise to provide value for money

Portfolio Holder Cllr. Fleming

Contact Officer(s) Lee Banks, Ext 7161.

Recommendation to Strategy and Performance Advisory Committee:

- a) To review the Communications Strategy and 2014/15 work plan; and
- b) Subject to any amendments or recommendations identified by the Advisory Committee, recommend that Cabinet adopt the Council's Communications Strategy and endorse the 2014/15 Communications work plan.

Recommendation to Cabinet:

Adopt the Council's Communications Strategy and endorse the 2014/15 Communications work plan.

Reason for recommendation: To ensure that the Council's Communication Strategy and work plan is in accordance with Members priorities and is making the most effective use of the Council's resources.

Introduction and Background

- 1 Communications activity across the local government has seen a significant raise in profile in recent years as Council's manage the impact of funding cuts. As a result local authorities have sought to increase dialogue with their residents, local businesses and other stakeholders to prioritise savings and efficiencies that reflect community wants and needs and also ensuring the community is well informed about services and the value provided by the local authority.
- 2 The Council's Communication Strategy and Work Plan have been reviewed in recent years to reflect the changing priorities for the Council and has been improved to clearly reflect the purpose of all communications activity for the Council and set a clear framework for the remit of the Communications team.

- 3 In response to this changing environment for local authority communications it is considered important that Members of the Advisory Committee consider the current strategy (provided as Appendix A) and work plan (provided at Appendix B) and provide officers with their own views and recommendations as to how the Council's communications function should be shaped and what activity it should prioritise in the coming year.

Other Options Considered and/or Rejected

None

Key Implications

Financial

None. Delivery of the Communications Strategy and work plan are within the existing financial resources allocated to the team

Legal Implications and Risk Assessment Statement

There are no legal implications from this report. The risk of not having a properly considered and documented Strategy and work plan for communications activity may result in resources being directed at areas that are not a priority for the Council.

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 from this report.
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 minimise the impacts identified above?		Not applicable

Conclusions

The Communications Strategy and Work Plan for 2014/15 are reported to Members to review and ask for the advice and recommendations to ensure that the focus of the Communications team is in appropriate and priority areas for the Council.

Appendices

Appendix A – Communications Strategy

Appendix B – Communications Work Plan 2014/15

Background Papers:

None.

Dr Pav Ramewal
Chief Executive