

## Work plan 1 April 2014 to 31 March 2015

| Action  | Milestones   | Due Date       | Lead Officer(s)   | Progress Update                                     |
|---|--|----------------|---|---|
| 1. Enhance the Council's existing website or deliver a new site with a focus on improved content, self-service and increasing the range of transactional services available | <ul style="list-style-type: none"> <li>Work with Customer Services and IT Services to deliver improvements</li> </ul>  | 1 January 2015 | Amy Wilton<br>Daniel Whitmarsh                            |   |
| 2. To develop and deliver strategies to increase the number of followers of the Council's social media accounts   | <ul style="list-style-type: none"> <li>Increase the number of followers on Twitter to at least 2,000 and the number of Facebook likes to at least 350</li> </ul>   | 31 March 2015  | Daniel Whitmarsh  |   |
| 3. Deliver and embed new Branding Guidelines  | <ul style="list-style-type: none"> <li>New guidelines and procedures introduced to ensure a more consistent use of the Council's visual identity and tone of voice across all communications channels</li> </ul>         | 1 October 2014 | Pat Smith<br>Daniel Whitmarsh<br>Graham Upton             |   |
| 4. Support Chief Officers to develop and deliver strategies to improve engagement with Members  | <ul style="list-style-type: none"> <li>Work with the Members' Communications Group and Democratic Services to meet the communications needs of Members as identified by the on-going review of communications</li> </ul> | 31 March 2015  | Daniel Whitmarsh<br>Michael Laver-Smith<br>Philippa Gibbs |   |
| 5. To enhance the promotion and visibility of the work of the Council Chairman  | <ul style="list-style-type: none"> <li>Promote the Chairman's activities in the local media.</li> <li>Set up a new Twitter account for the Chairman and provide training and support</li> </ul>                          | From May 2015  | Daniel Whitmarsh  | Twitter account set up. Chairman is being supported |

**Appendix B**

| Action  | Milestones  | Due Date      | Lead Officer(s)                      | Progress Update |
|---|---|---------------|--------------------------------------|-----------------|
| 6. In recognition of the Council's long-term aspiration to become more financially self-sufficient, develop marketing plans for key commercial services | <ul style="list-style-type: none"> <li>■ Develop and implement marketing plans for:               <ul style="list-style-type: none"> <li>• Pest control</li> <li>• Garden Waste</li> <li>• MOTs</li> <li>• Print and design services</li> <li>• Commercial (trade) waste collection for paper and cardboard</li> <li>• Cesspool emptying</li> <li>• Household bulky waste and white goods collection</li> </ul> </li> </ul>   | 31 March 2015 | Daniel Whitmarsh<br>Service Managers |                 |
| 7. Maximise opportunities for generating income from communications activities  | <ul style="list-style-type: none"> <li>■ Review the Council's current arrangements for advertising and introduce an advertising policy and schedule of fees.</li> </ul>   | 31 March 2015 | Lee Banks<br>Daniel Whitmarsh        |                 |
| 8. Campaigns  | <ul style="list-style-type: none"> <li>■ External communication campaigns for 2014/15 are proposed to focus on:               <ul style="list-style-type: none"> <li>• Local Heroes (as suggested by the Members Communications Working Group)</li> <li>• Channel shift and self service</li> </ul> </li> <li>■ An internal communication campaign for 2014/15 is proposed to focus on:               <ul style="list-style-type: none"> <li>• Brand value, branding &amp; style guide</li> </ul> </li> </ul> | 31 March 2015 | Daniel Whitmarsh                     |                 |