

## **COMMUNICATIONS STRATEGY AND 2013/14 WORK PLAN**

### **Cabinet – 17 July 2014**

Report of Chief Executive

Status: For Consideration

Also considered by: Strategy & Performance Advisory Committee – 24 June 2014

Key Decision: No

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

**Portfolio Holder** Cllr. Fleming

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

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### **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.

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**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.

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### **Introduction and Background**

- 1 Communications activity across local government has seen a significant rise 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 have 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 consider the current strategy (provided as Appendix A) and work plan (provided at Appendix B) and set out 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**