

Item 11 - Communications Strategy

The attached report was considered by the Policy & Performance Advisory Committee relevant Minute extract below

Policy & Performance Advisory Committee - 1 March 2016 (Minute 36)

The Head of Transformation & Strategy presented a report which asked Members to consider and comment on the current strategy and proposed work plan that would support officers to deliver the aims and objectives set out in the strategy.

The Council's Communication Strategy had been reviewed in recent years, with significant support from a Members Working Group, to reflect the changing priorities for the Council and had 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. The work plan would reflect the significant projects the Council would undertake during the next year and highlight work required within Council services to ensure strong communications with customers.

Members asked some questions concerning the work plan. There was some discussion on advertising and sponsorship. At the moment no 'off brand' advertisers were used in InShape. Sponsorship was a difficult area and as things moved forward it would be a future discussion for Members to explore. Rather than creating email lists for newsletters, it was hoped the new website could be used to offer customers a more personalised experience.

Public Sector Equality Duty

Members noted that consideration had been given to impacts under the Public Sector Equality Duty.

Resolved: That Cabinet be recommended to adopt the Communications Strategy.

