

Item 08 – Communication Strategy 2024-25

The attached report was considered by the Improvement & Innovation Advisory Committee on 29 February 2024. The relevant Minute extract is below.

Improvement & Innovation Advisory Committee (29 February 2024, Minute 35)

The Communications and Consultation Manager presented the report, which set out the Communications Strategy 2024-27. He gave a [presentation](#) to the committee, which outlined the six priorities within the Strategy. He provided three examples of the Council's campaign work.

In response to questions, the officer outlined the communication activities surrounding the changes to black sack provision and a planned second tranche of communications before the recycling sack for life scheme was implemented. The most recent residents' surveys was discussed. The officer confirmed the survey was carried out in line with the Local Government Association's LG Inform methodology, and the 300 respondents were broadly representative of the District population as a whole.

Members discussed the Council's social media following, and how it compared with other councils. The Chairman noted that it compared favourably to those in Kent with similar populations. Members heard the Communications Team consisted of two officers. Members further discussed the Communications activities surrounding the Local Plan.

Members suggested that another priority be included in the Strategy, reflecting the Council's commitment to openness, honesty, and transparency in their communications. They further suggested that the phrase "unlike other councils" be removed from Appendix 1 of the Strategy.

Resolved: that

a) The following comments be considered by Cabinet:

- That another priority, encompassing the Council's commitment to openness, honesty, and transparency, be included
- That the phrase "unlike other councils" be removed from Appendix 1 of the Strategy

b) That it be recommended to Cabinet that the Communications Strategy 2024-27 be approved.