

Agenda Item

Executive Board

26 March 2008

Communications Strategy



Communications Strategy

Summary

Excellent external and internal communications are essential to the effective functioning of the Council and the Communications Strategy that was approved in 2003 has been reviewed and updated so that the Council continues to improve its communications.

Recommendation

That the Executive Board approves the draft Communications Strategy.

a) Reasons for Recommendation

The recommendation is intended to ensure the continuous improvement of the Council's communications.

b) Alternative Options

None.

c) Risk Considerations

A failure to improve communications may result in the Council being criticised in a future inspection and could also compromise the Council's reputation and budgets.

d) Policy and Budgetary Considerations

Positive Impact Overall

Affordable Homes.
Thriving Economy.
Safe Environment.
Clean Environment.
Green Environment.
Recycling.
Young People.
Excellent Customer Service.
Inspirational Council.
Meeting our crime and disorder duties.
Meeting our Diversity and Equality duties.
Providing more service at same cost.

e) Date for Review of Decision

The policy is to be reviewed in 2011.

Main Body of the Report

The reasons for updating the Communications Strategy that was approved in 2003, are set out in the first two pages of the draft strategy. The strategy includes an action plan and explains how we will go about improving communications and the expected outcomes.

Legal Implications

I would recommend that the following be added to the 'How will we go about it?' section of the strategy:

- Ensure that staff and members are aware of the content of the Code of Recommended Practice on Local Authority Publicity, to which the Council must have regard when coming to any decision on publicity, and members are required to have regard under their Code of Conduct.
- Ensure that staff and members are aware of the legal restrictions on publishing party political material, as opposed to publicising the work of the Council.

Financial Implications

No direct financial implications are apparent.

Consultation on Reports to the Executive

The Strategic Management Team considered the draft Communications Strategy on 4 March 2008.

Background Papers

The draft Communications Strategy follows this report.

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