

**BROMSGROVE DISTRICT COUNCIL**

**7 NOVEMBER 2007**

**CABINET**

**COMMUNICATIONS STRATEGY REVIEW**

Responsible Portfolio Holder	Councillor Mike Webb
Responsible Head of Service	Hugh Bennett Assistant Chief Executive

**1. SUMMARY**

1.1 To report to Cabinet on the updated Communications Strategy.

**2. RECOMMENDATIONS**

2.1 That Cabinet agrees the updated priorities and actions in the Strategy review.

**3. BACKGROUND**

3.1 In March 2006 the Communication Strategy for Bromsgrove District Council was implemented. The Strategy was designed to demonstrate where the Council was and where it wanted to get to. Since the Strategy was written we have had our first CPA inspection which focussed on Communications. The Communications Strategy Review outlines the progress of the original strategy, its priorities and updates to the action plan. In the past year the Council has made significant progress with the strategic action plan which is part of the strategy and this review demonstrates this and sets out how we take our communications on to the next level.

**4. PROGRESS**

4.1 Since the Strategy was written a number of successful communication projects have been implemented throughout 2006. These include Team of the Month, Bright Ideas, Core Brief and staff forums.

4.2 In Jan 2007, in line with CPA recommendations further investment was made in communications with the appointment of the Communications and Customer First manager

4.3 In April 2007 the Council signed up to the Local Government Associations Reputation project which was a key document for setting out the way forward to improve

communications in the original strategy.

4.4 In updating the strategy we also took into account feedback from The Audit Commission, Staff survey 07, Customer Panel and the BVPI Satisfaction Survey.

4.5 As well as reflecting how far the Council has come with regards to communications it also sets out how we continue to improve over the next year.

## 5. **FINANCIAL IMPLICATIONS**

5.1 No financial implications

## 6. **LEGAL IMPLICATIONS**

6.1 No Legal Implications

## 7. **CORPORATE OBJECTIVES**

7.1 Communications is key to keeping our customers updated with Council policy and service delivery

## 8. **RISK MANAGEMENT**

8.1 There are no risk management issues

## 9. **CUSTOMER IMPLICATIONS**

9.1 The strategy review supports improved customer communication

## 10. **OTHER IMPLICATIONS**

Procurement Issues: None.
Personnel Implications: None
Governance/Performance Management: None
Community Safety including Section 17 of Crime and Disorder Act 1998 – None
Policy: None
Environmental: None
Equalities and Diversity: None

## 11. **OTHERS CONSULTED ON THE REPORT**

Portfolio Holder	<b>at Leader's Group</b>
Chief Executive	<b>at CMT</b>
Corporate Director (Services)	<b>at CMT</b>
Assistant Chief Executive	<b>Yes</b>

Head of Service	<b>Yes</b>
Head of Financial Services	<b>Yes (at CMT)</b>
Head of Legal & Democratic Services	<b>Yes (at CMT)</b>
Head of Organisational Development & HR	<b>Yes (at CMT)</b>
Corporate Procurement Team	<b>No</b>

## 12. APPENDICES

Appendix 1 Communications Strategy Review 2007 – 08, A Stronger Voice for Bromsgrove

## 13. BACKGROUND PAPERS

None

### **CONTACT OFFICER**

Name: Anne-Marie Darroch, Communications and Customer First Manager  
E Mail: a.darroch@bromsgrove.gov.uk  
Tel: (01527) 881651