

BROMSGROVE DISTRICT COUNCIL

CABINET

5TH NOVEMBER 2008

COMMUNICATIONS STRATEGY REVIEW 2008

Responsible Portfolio Holder	Mike Webb
Responsible Head of Service	Hugh Bennett
Non-Key Decision	

1. SUMMARY

1.1 The Communications Strategy was originally written in 2006 and is updated annually. This 2008 version is the second review.

2. RECOMMENDATION

2.1 That the Communications Strategy attached at Appendix 1 be approved.

3. BACKGROUND

3.1 In March 2006 the Communication Strategy for Bromsgrove District Council was implemented and subsequently reviewed in 2007. Originally the Strategy was designed to demonstrate where the Council was and where it wanted to get to. The initial review showed that the Council had made significant progress with the strategic action plan which is part of the strategy. Now the basics are in place and running smoothly this second review will recognise the further progress which has happened over the last year and set out how we can move communications to an even higher level.

4. FINANCIAL IMPLICATIONS

None

5. LEGAL IMPLICATIONS

5.1 None

6. COUNCIL OBJECTIVES

6.1 Improvement

7. RISK MANAGEMENT

7.1 The main risks associated with the details included in this report are:

- Loss of income for Together Bromsgrove

Currently the risk identified in bullet point in 7.1 is not addressed by any risk register and will be added to the CCPP risk register as follows:

Ensure there is enough finding in the communications budget to cut the costs

In event that advertising revenue can no longer be secured, the magazine's pagination will be reduced.

8. CUSTOMER IMPLICATIONS

8.1 Customers will be more informed the Council and this should have an impact on the results of subsequent consultations

9. EQUALITIES AND DIVERSITY IMPLICATIONS

9.1 All communications must be compliant with Equality standards

10. VALUE FOR MONEY IMPLICATIONS

10.1 The strategy look to self fund communications where possible and Together Bromsgrove generates a £4,000 per issue income

11. 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

12. OTHERS CONSULTED ON THE REPORT

Portfolio Holder	Yes
Chief Executive	Yes
Executive Director - Partnerships and Projects	Yes
Executive Director - Services	Yes
Assistant Chief Executive	Yes
Head of Service	Yes
Head of Financial Services	Yes
Head of Legal, Equalities & Democratic Services	Yes
Head of Organisational Development & HR	Yes
Corporate Procurement Team	No

13. WARDS AFFECTED

All Wards

14. APPENDICES

Appendix 1 Communications Strategy Review 2008

15. BACKGROUND PAPERS

Bromsgrove District Council Residents' Survey July 2008

DCLG Communities in Control White Paper: real people, real power

Audit Commission's In the Know Report

Bromsgrove District Council's Communications Strategy review 2007. A Stronger Voice for Bromsgrove

Customer Panel Quality of Life 2008

Customer Satisfaction Survey 2008

DCLG's Reporting Performance Information to Citizens

<http://www.communities.gov.uk/documents/communities/pdf/35.pdf>

CONTACT OFFICER

Name: Anne-Marie Darroch
E Mail: a.darroch@bromsgrove.gov.uk
Tel: (01527) 881651