

**BROMSGROVE DISTRICT COUNCIL**

**OVERVIEW BOARD**

**3RD NOVEMBER 2009**

**Communications Strategy Review 2009**

Responsible Portfolio Holder	Mike Webb
Responsible Head of Service	Hugh Bennett, Assistant Chief Executive
Non Key Decision	

**1. SUMMARY**

- 1.1 The Communications Strategy was originally written in 2006 and is updated annually. This 2009 version is the third review. It is presented now to the Overview Board to allow any further suggestions to be recommended to Cabinet before it is agreed and identify aspects of the Communications Strategy that may be relevant to the proposed Overview Board investigation on Improving Residents' Satisfaction.

**2. RECOMMENDATIONS**

- 2.1 To consider the communications strategy of the council and make any immediate recommendations for its further development to Cabinet on 4<sup>th</sup> November 2009 and identify the key linkages of the strategy to the proposed Task Group on Improving Residents' Satisfaction.

**3. BACKGROUND**

- 3.1 In March 2006 the Communication Strategy for Bromsgrove District Council was implemented and subsequently reviewed each year in 2007 and 2008.

- 3.2 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.

- 3.3 Subsequent reviews demonstrated that the basics were in place and running smoothly and that the strategic action plan had set to raise communications to an even higher level.

- 3.4 So where do we go from here? The seven priorities and actions were identified as part of the original strategy in a bid to drive the actions have been updated .

- 3.5 Since the Strategy was written and revised we have had our second CPA inspection which, in March, saw us catapult from Poor to Fair. Communications was one area highlighted by the inspection and recommendations raised in the feedback have been incorporated in the

action plan update and our plans for the future. We have also received the results from the first Place Survey Report and the outcomes play a huge part in how we plan to take communications forward in this strategy.

3.6 In a bid to turn these perceptions around and to take into account the Shared Services Agenda, the seven priorities and actions have been updated to include:-

- Reputation and Resident Satisfaction
- Value for Money (Including Shared Services)
- Influencing and Engagement
- Modern Council
- Visible Leadership
- Customer Access
- Benchmarking

3.7 By targeting particular perceptions including value for money, engagement and satisfaction we hope to improve our reputation to reflect the work we are doing as a Council.

#### **4. FINANCIAL IMPLICATIONS**

4.1 There are no financial implications

#### **5. LEGAL IMPLICATIONS**

5.1 There are no legal implications.

#### **6. COUNCIL OBJECTIVES**

6.1 The Communications Strategy links to the Improvement Objective Two.

#### **7. RISK MANAGEMENT**

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

- Loss of income from Together Bromsgrove

7.2 These risks are being managed as follows:

- Ensure there is enough funding 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 about the Council and this should have an impact on the results of subsequent consultations including CAA and The Place Survey.

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 has an income generation target of £4,000 per issue.

11. **OTHER IMPLICATIONS**

Procurement Issues <b>None</b>
Personnel Issues <b>None</b>
Governance/Performance Management <b>None</b>
Community Safety including Section 17 of Crime & Disorder Act 1988 <b>None</b>
Policy <b>None</b>
Environmental <b>None</b>

12. **OTHERS CONSULTED ON THE REPORT**

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

13. **WARDS AFFECTED**

All Wards.

14. **APPENDICES**

- Communications Strategy Review 2009 – A Stronger Voice For Everyone in Bromsgrove

15. **BACKGROUND PAPERS**

- Results of the Place Survey 2008/09 for Bromsgrove District Council and partners June 2009

- Bromsgrove District Council Employee Survey 2008
- Bromsgrove District Council In the Know Shared Services Internal Communications survey 2009
- Audit Commission CPA Report 2008
- DCLG Communities in Control White Paper: real people, real power

**Contact officer**

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