

Council 24 June 2019

Item 7a refers

Recommendation (1) from the Executive meeting of 8th April 2019

COMMUNICATIONS STRATEGY 2019 - 2021

The Executive considered the Communications Strategy 2019 – 2021, which supports the Council's Corporate Delivery Plan by identifying the Council's strategic service priorities and associated key communications actions and provides an overview of key activity across the authority.

The Strategy outlines the key service priorities for the Council, together with messages, audiences, timings and potential risks. Each service priority has been linked to the appropriate corporate priority/priorities to demonstrate the links that needed to be made to ensure clear and consistent corporate messages are conveyed across all activity, albeit tailored for each situation.

To ensure effective communications, this Strategy enables the Council to be strategic in its approach to communications by:

- identifying the risks associated with key activities and plan their mitigation
- identifying opportunities to support corporate messages and plan accordingly
- noting milestones and use these to seek recognition when projects are complete
- considering not just the essential, but also the valuable

Strategic service priorities will be reviewed by the Corporate Management Team and the Communications Team. The Communications Strategy will be updated as appropriate to ensure it remains relevant.

RECOMMENDED to Council:

- (i) **that the Communications Strategy, set out in Appendix A to the report, be adopted, subject to the Strategic Services Priorities entry for Vulnerable People being amended to read "*Support to homeless people through the implementation of the Strategy for Housing and the Prevention of Homelessness and Rough Sleeping*"; and**
- (ii) **that authority be delegated to the Joint Chief Executive (NP) to make future changes to the key messages and actions referred to in the Strategy, in consultation with the Portfolio Holder, only when it is necessary to update the key activities in line with the approved priorities of the Council.**

The report to the Executive meeting on 8th April 2019 is attached.