



Council	Tuesday, 05 September 2017	Matter for Information and Decision
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Title: **Communication Policy Guide and Strategy 2017-2019**

Author(s): **Karen Pollard (Head of People and Performance)**

1. Introduction

- 1.1. This report introduces 'Oadby and Wigston Borough Council's Communication Policy Guide and Strategy 2017-2019' document.
- 1.2. This document details proposals for our short term strategy for communication alongside policy and best practice advice for staff.

2. Recommendation(s)

To adopt the strategy and forward priority section of the strategy document.

3. Information

- 3.1. A communication strategy has been in development for the last eight months, in response to within the Change Management Committee action plan.
- 3.2. The strategy has been developed by the Communications and Performance Officer in conjunction with Senior Management Team and other Council senior managers.
- 3.3. The strategy focuses on communication priorities only but is fully supportive of the Council's corporate priorities, vision and values.
- 3.4. It is a short term strategy spanning to April 2019; in line with the current Corporate Plan. A longer term communication strategy which will encompass channel shift aspirations and service re-design will begin development next year.
- 3.5. The strategy section of the document will be available as an individual stand-alone chapter or part of the longer attached document which provides policy and advice for all Council staff.
- 3.6. A copy of the full document is available to view and is at ***Appendix 1.***

4. Document Structure (Sections)

4.1. *Strategic and Situational Context*

Acts as background information and a preface to the document as a whole

4.2. *Our External Communication Channels*

Details all our external communication channels and policy/advice for staff on how best to access them.

4.3. ***Getting a Story Out – A Guide for Staff***

A short, handy user guide for all staff.

4.4. ***Our Internal Communication Channels***

Details all our external communication channels and policy/advice on how to use them.

4.5. ***Writing Style Guide***

Includes Policies on our adopted writing style.

4.6. ***Branding and Logo Usage***

Includes Policies on logo usage and branding.

4.7. ***Communication Support, Resource and Responsibilities***

Contains additional information about communications at the Council.

4.8. ***Forward Strategy: Our Communication Priorities***

Sets out our short term strategy to April 2019.

4.9. ***Conclusion and Revisions***

A document footnote and an area to update on any strategy or policy changes that may occur over the next 18 months.

5. Implementation

5.1. The Communication Policy Guide & Strategy 2017-2019 document is recommended to be adopted and for it to be presented to all staff at the briefing sessions planned for later in September 2017.

5.2. There will also be subsequent "open invitation" sessions delivered. This will be an opportunity for staff to go through any individual areas in greater detail.

5.3. This document will be used to provide the training of a communications team which will be made up of officers from across the council. This will provide greater resilience in the area of communications when the Communications and Performance Officer is not available.

6. Benefits

6.1. Adopting the strategy and policy guidelines will provide a consistency of written communication and branding which will help create a professional, modern and cohesive appearance for internal and external stakeholders.

6.2. It will provide a valuable training aid for staff increasing the understanding and confidence in using communication best practice which will help improve our capacity to share organisational success, both internally and externally.

6.3. It will help improve internal communication and the sharing of information across

different services. The document will help staff have an understanding of the need and the preferred protocols for effective internal communication which will help build a "one team" culture and break up any potential silo working.

- 6.4. It will assist staff and residents embed and understand the Council's priorities, vision and values and what impact our work activities make.
- 6.5. Implementation will help increase our all round capacity to reach local audiences (residents and media) with our key messages and achievements.

Background Documents:

Communications Policy Guide & Strategy 2017-2019

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Implications Communication Policy Guide and Strategy 2017-2019	
Finance	No material financial implications are foreseen. No additional financial resources should be required.
Simon Ball (Technical Accountant)	
Legal	No significant legal implications.
Anne Court (Director of Services / Monitoring Officer)	
Corporate Risk(s) (CR)	<input checked="" type="checkbox"/> Organisational/Transformational Change (CR8) This strategy is part of the improvement plan that was agreed at the Change Management Committee. The aim is to ensure that when we are communicating with staff members and external partners that are communications are clear and are of a standard that is professional and increases our capacity by doing things right first time.
Karen Pollard (Head of People and Performance)	
Corporate Priorities (CP)	<input checked="" type="checkbox"/> An Inclusive and Engaged Borough (CP1) <input checked="" type="checkbox"/> Effective Service Provision (CP2) <input checked="" type="checkbox"/> Balanced Economic Development (CP3) <input checked="" type="checkbox"/> Green & Safe Places (CP4) <input checked="" type="checkbox"/> Wellbeing for All (CP5) This strategy aims to support all the corporate priorities.
Karen Pollard (Head of People and Performance)	
Vision & Values (V)	<input checked="" type="checkbox"/> "A Strong Borough Together" (Vision) <input checked="" type="checkbox"/> Accountability (V1) <input checked="" type="checkbox"/> Respect (V2) <input checked="" type="checkbox"/> Teamwork (V3) <input checked="" type="checkbox"/> Innovation (V4) <input checked="" type="checkbox"/> Customer Focus (V5) The strategy builds on the vision and values already adopted by the Council. Throughout the document the processes and practices seek to embed our vision and values in the way we communicate with stakeholders.
Equalities & Equality Assessment(s) (EA)	An initial EA screening has been completed.
Karen Pollard (Head of People and Performance)	<input checked="" type="checkbox"/> Initial EA Screening (<i>Appendix 2</i>)