



Full Council

**Tuesday, 05 April
2022**

**Matter for
Information and
Decision**

Report Title:

Communication Strategy & Action Plan (2022-25)

Report Author(s):

Robert Helliwell (Communication & Marketing Manager)

Purpose of Report:	The purpose of this report is to ask Members to approve the Council's Communication Strategy and Action Plan for the next three years covering 2022 – 2025.
Report Summary:	This report outlines how the Council will approach its Communications Strategy, indicating the framework it intends to follow and the actions it intends to undertake
Recommendation(s):	That Members approve the Council's Communication Strategy and Action Plan for 2022-25 (at Appendix 1 and 2).
Senior Leadership, Head of Service, Manager, Officer and Other Contact(s):	<p>Philippa Fisher (Head of Customer Services and Transformation) (0116) 257 2677 philippa.fisher@oadby-wigston.gov.uk</p> <p>Robert Helliwell (Communications & Marketing Manager) (0116) 257 2618 robert.helliwell@oadby-wigston.gov.uk</p>
Corporate Objectives:	<p>Providing Excellent Services (CO3) Building, Protecting and Empowering Communities (CO1) Growing the Borough Economically (CO2)</p>
Vision and Values:	<p>"A Stronger Borough Together" (Vision) Accountability (V1) Respect (V2) Teamwork (V3) Customer Focus (V5) Customer Focus (V5)</p>
Report Implications:-	
Legal:	There are no implications arising from this report.
Financial:	There are no implications arising from this report.
Corporate Risk Management:	<p>Reputation Damage (CR4) Organisational / Transformational Change (CR8) Other Corporate Risk(s)</p>
Equalities and Equalities Assessment (EA):	There are no implications arising from this report. EA not applicable.
Human Rights:	There are no implications arising from this report.
Health and Safety:	There are no implications arising from this report.

Statutory Officers' Comments:-	
Head of Paid Service:	The report is satisfactory.
Chief Finance Officer:	The report is satisfactory.
Monitoring Officer:	The report is satisfactory.
Consultees:	All Members.
Background Papers:	None.
Appendices:	<ol style="list-style-type: none"> 1. Communication Strategy (2022-25) 2. Communication Strategy Action Plan (2022-25)

1. Introduction

- 1.1 As part of the Council Peer Review by the Local Government Association (LGA) which took place in January 2022, a key recommendation was to pick up pace on the implementation of our Communications Strategy.
- 1.2 The Council's Policy, Finance & Development Committee were consulted on the framework for the Communications Strategy at their meeting in March 2022 and the Communication Strategy takes into account this feedback.

2. Background

- 2.1 There are strong links between the council that keep our residents, businesses, organisations, and partners informed. However, a stronger Communication Strategy can further improve communication and lead to high satisfaction levels.
- 2.2 To help manage our reputation, we need a framework for engagement through effective communications. Effective communication is vital in managing our reputation, promoting our priorities and services to local people and demonstrating that we are open and accountable.

3. Communications Strategy

- 3.1 The Communications Strategy aims to provide a framework for effective communications. It will make sure our work in areas is planned, meaningful, timely, co-ordinated, and delivered.
- 3.2 The Strategy is a detailed document which has been made available to read in full.
- 3.3 Our Communications Strategy acknowledges that the future of communication is digital and that we should be giving priority to developing and enhancing channels of this nature.
- 3.4 The strategy sets out the importance of digital communication and how we can use insights to expand our reach and improve the quality of the information shared.
- 3.5 Hard-to-reach groups and those unable or unwilling to engage with the council through digital means must not be forgotten and the strategy sets out that we will communicate to every household through paper communications at least twice a year.

4. Action Plan

- 4.1 The Action Plan aims to pull together use the themes, aims and direction of the Communications Strategy to create a detailed set of targets and action for completion.
- 4.2 The actions set out in this plan are designed to be targeted and measurable so that results can be analysed and evidenced.

5. Flexibility in our Communication Strategy

- 5.1 The world of communications is an ever-changing picture, and it is proposed that both the strategy and action plan are reviewed on annual basis.
- 5.2 It is our intention to involve a focus group of Members in the annual review process of these documents.