



# **Oadby & Wigston Borough Council**

## **Communications Action Plan**

### **2022-2025**

Developed, March 2022

## Communications Strategy 2022-25 Action Plan

Below is a table of the planned tactics to achieve the objectives and overall aim, including targets, how it can be measured and its impact. It is not an exhaustive list as more campaigns will be identified as the three-year period advances.

1. Grow the Council's own audiences on digital channels					
	Activity	Date	Measurement	Responsibility	Impact
1.1	Continue to grow social media audiences	Ongoing	Target to have 3,000 followers on Twitter and 4,000 followers on Facebook by 2025	Communications Manager	Direct communication with customers, peers, stakeholders which can pass on key information, messages, enhance reputation, build trust and engage in two-way conversations
1.2	Develop more engaging social media content to explain Council priorities and vision, the role of the borough council (and the services it delivers) and get across key information to customers and stakeholders	Ongoing	Social media and digital analytics to gauge viewing figures as well as taking on board customer feedback	Communications Manager	Greater impact and engagement with customers regarding Council campaigns, information, key messages
1.3	Rollout new Granicus Gov Delivery communication tool and demonstrate month on month growth in subscribers across all topics	2022-2025	Month of month growth in subscribers across all topics	Communications Manager	A new way of directly communicating with customers and stakeholders that only requires the user to have an email address. Communications is proactive – lands directly in inboxes and far more targeted, using data and preferences set by the user.
1.4	Support the rollout and management of a business/investor website	Spring/summer 2022	Website going live is the initial milestone followed by evidence of an increase of page views month by month in the first year.	Communications Manager & Business regen manager	The microsite will create a clear one stop shop for all businesses and potential investors, tightening the connection between the council and these stakeholders.

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1.5	Establish a new digital communication channel for council tenants using Gov Delivery	Summer 2022	See month on month increase in number of subscribers Tenant feedback	Communications Manager Housing Manager	To establish a regular method of communication with tenants in addition to paper communications.
1.8	Support services in the development of their own topics as part of an expansion of our Gov Delivery use	Autumn 2022	Increase the number of council topics offered on Gov Delivery and see increases in those subscribing to them	Communications Manager	To explore and expand upon our communication of council topics that we perhaps don't communicate a lot about at the moment.

<b>2. Enhance the council's reputation using the media and social media</b>					
	Activity	Date	Measurement	Responsible	Impact
2.1	Continue to provide a proactive approach to Council news and supply the local media with ready to use copy, pictures and video. More focussed selling-in of stories is to be encouraged and the development of relationships with key journalists (print, radio, TV)	Ongoing	Aim for at least 90% of news releases to be covered by at least one media outlet	Communications Manager	Key messages reaching a wide audience, reputation enhanced and protected
2.2	Continue to monitor the media for reputation issues and take action if necessary as well as scan the horizon for potential issues	Ongoing	Percentage of positive and negative coverage	Communications Manager	Reputation of Council protected Customers can trust what the council says
2.3	Revamp and rebrand social media pages to become more community orientated	Autumn 2022	Social media engagement and feedback	Communications Manager	Reach a wider audience, raise the borough's profile, improve community spirit and enhance reputation

<b>3. Improve our communication reach and effectiveness for hard-to-reach groups and individuals within the borough</b>					
	Activity	Date	Measurement	Responsible	Impact
3.1	Have a minimum of two paper communications delivered to all households in the borough per year	Ongoing	Delivery of two paper communications	Communications Manager	Guarantees all households have the opportunity to read council news and information
3.2	Support the re-establishment of face to face (supported with a hybrid digital offer where possible) community forums and increase engagement	Ongoing	Number of attendees Feedback	Community & Wellbeing Team Communications Manager	Reaches wide audience and offers good option to reach people without internet access.
3.3	Extensive Gov Delivery comms plan	Ongoing	Number of subscribers Subscription insight data	Communications Manager	Maximising the reach of Gov Delivery to potential users with an email address across the borough
3.4	Conduct a review of tenant communication, including face to face, paper and using Gov Delivery	Summer 2022	Discussions arranged with relevant parties. Tenant newsletter planned and can be measured Tenant feedback	Communications Manager Housing Manager	Reach more tenants, more often, more effectively
3.5	Hard to reach stakeholders to form a clear part of all relevant communication plans	Ongoing	Physical changes to comms planning documents	Communications Manager	Communication plans as standard acknowledge the need to identify stakeholders not on digital channels and consider these needs.

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3.6	Review and improve process of using town centre screens, ensuring all are fully functional	Spring 2022	Having a minimum of 12 different sets of graphics shared through the year – i.e. refreshed at least once a month.	Communications Manager Town Centre Manager	Key messages reach those that spend time in our town centres but perhaps don't engage with digital channels
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4. Execute three key campaigns each year which support the Corporate Plan and are properly evaluated to measure Success					
	Activity	Date	Measurement	Responsible	Impact
4.1	Recycling Campaign to support waste/recycling strategy	Autumn 2022	Contaminated waste Volume of recycling Volumes in low recycling areas	Communications Manager  Waste services	Increase recycling rates Reduce contaminated waste Better education among residents
4.2	Brocks Hill Office Move and Agile working (subject to planning permission approval)	Throughout 2022	Staff engagement Member engagement Positive media encourage Staff feedback	Communications Manager	Motivated, positive and engaged staff and members that feel enabled by agile working and the opportunities it brings, in addition to being comfortable with the very different working environment of Brocks Hill.
4.3	Campaign to support the launch of Gov Delivery and to secure significant numbers of subscribers across all topics, including those from hard-to-reach groups	Throughout 2022	Number of customers that subscribe	Communications Manager	Better service to customers, increased use of online services, reduced number of phone calls
4.4	Campaign to showcase the services the council delivers, demonstrate how taxpayer money is spent, and how we offer value for money	End of 2022	Customer feedback Customer satisfaction	Communications Manager	Customers have a better understanding of the role of the borough council in our communities and how we spend our funding and council tax

<b>5 Ensure the web content is well-managed, easy-to-read and highly-rated by any independent assessment</b>					
	Activity	Date	Measurement	Responsible	Impact
5.1	Developing the Council's website content in order to meet WCAG Accessibility guidelines	Through 2022	Maintain Council's 98% A and AA WCAG ratings and increase our AAA rating from 82% to 90% by end of 2022	Communications Manager	Improved online experience for customers and to meet Government requirements.
5.2	Produce accessibility guides that can be used across the organisation	By autumn 2022	Our WCAG triple AAA rating	Communications Manager	Staff across the organisation understanding accessibility requirements will create a better user experience for customers
5.3	Conduct staff training to ensure website content is up to date and accessible	By summer 2022	Our WCAG triple AAA rating  Customer feedback	Communications Manager  Managers across the council	Staff and teams understand the need to keep information up to date at all times, giving website users a more positive experience.
5.4	Set up a website content review plan that ensures staff are engaged in regularly checking the accuracy and quality of our content	Through 2022	Customer feedback	Communications Manager	Content on the website is kept up to date and is customer orientated



<b>6. Improve and develop internal communications channels to meet the needs of the organisation and support member and staff engagement</b>					
	Activity	Date	Measurement	Responsible	Impact
6.1	Quarterly briefings for staff, led by SLT and supported by comms, to update them on performance and issues affecting the whole organisation	Ongoing	Attendance and feedback	Communications Manager  SLT	A more engaged workforce
6.2	Review our staff intranet and develop improvement plan so that staff can access information and news, share content, access documents more efficiently	End of 2022/ early 2023	Usage and feedback	Communications Manager	Easier to share information, news and documents with our staff population
6.4	Research and develop a member hub	Summer 2022	Usage and feedback	Communications Manager	Improve Member engagement and make accessing council news, information and documents simpler and more intuitive.
6.5	Communications workshop with managers	Spring 2022	Manager feedback Number of attendees Successful actions	Communications Manager	To embed a stronger communication culture in the organisation and bring managers on board with the themes of the comms & marketing strategy and this action plan

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6.6	Annual review of Communication Strategy with members	Next review early 2023	Engagement with members	Communications Manager	To ensure members can share their views and give direction on our communication strategy on an annual basis
6.7	Support the rollout of internal health and wellbeing hub for staff	Spring/summer 2022	Engagement of staff Results of next health and wellbeing survey	Health & Wellbeing Team  Communications Manager	Help motivate and increase the health and wellbeing staff Positive impact on sickness levels due to a healthy workforce

<b>7. Lead on the delivery of the council's events programme</b>					
	Activity	Date	Measurement	Responsible	Impact
7.1	Develop a calendar of Equality, Diversity, Inclusion Events & Festival Days 2022-23, that sets out which the council will support and how	By May 2022	Website, social media, newsletter engagement	Communications Manager	Reaches wide audience and offers best option to reach people without internet access. Sets out which the council can support with the resource available to it.
7.2	Remembrance parades	November each year	Resident feedback Numbers in attendance	Communications Manager	Ensure a fitting tribute to the fallen and our Armed Forces while enhancing council reputation
7.3	Queen's Jubilee	June 2022	Target of one major event each day 2-5 June Feedback	Communications Manager	Community cohesion Council reputation
7.4	ARTIC awards – internal	December each year	Number of staff in attendance Feedback	Communications Manager	Boosts staff morale and celebrates our achievements.

<b>8. Drive an effective and beneficial consultation strategy that ensures we receive useful feedback and insights from stakeholders throughout our communities</b>					
	Activity	Date	Measurement	Responsible	Impact
8.1	Develop a specific consultation strategy document to guide our approach	By May 2022	Completion of guide	Communications Manager	Ensures a streamlined approach to consultation across the council. Encourages consultation to be well planned, thought out and easy to be evaluated
8.2	Effectively use the Citizens Panel and encourage its growth so that it provides an excellent cross-section of our community which can feedback to us	Ongoing	Numbers involved Resident feedback	Communications Manager	Allows us to gather views and opinions from local people on a variety of topics

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8.3	Conduct a resident communication survey	Summer 2022	Number of responses Customer feedback	Communications Manager	To gain feedback on the council's communication activity and the channels we use, identifying gaps and understanding the preferences and needs of people in the borough
8.4	Conduct communication surveys with staff and members	Summer 2022	Number of responses Feedback	Communications Manager Customer Experience Manager	To assess and gain feedback on view of the council's internal and member communication
8.5	Support the re-establishment of community forums and increase engagement (see 3.2)	(see 3.1)	(see 3.1)	(see 3.1)	(see 3.1)

**Review Date:**

April 2023 by Communications Manager