



Report to Cabinet

Subject Communications Strategy and Action Plan

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Author Head of Cabinet Office

1. Purpose of the Report

§ To seek Cabinet views on and agreement for the draft Communications Strategy and Improvement Plan attached.

2. Background

Developing a Communications Strategy is a key improvement task for the current year.

It is linked to the CPA Improvement Plan.

A draft Strategy and Action Plan have now been produced and copies of each are attached at **Appendix 1**.

3. Proposal

Effective communication is critical to the overall success of the Council. The “overview” section of the draft Strategy explains this further.

The strategy seeks to build on improvements introduced since the Communications Best Value Review and to set a direction for communications activity for the next two to three years.

The Action Plan sets out practical tasks and activities that will deliver these further improvements. It aims to move the Council towards Level 3 of the Local

Government Improvement and Development Agency (IDeA) communication benchmark for local authorities where it makes sense to do so.

4. Resource Implications

It is likely that most of the actions set out in the Action Plan can be delivered from within existing approved resources.

Some IT-based developments may require additional investment, for which resource bids will be submitted as required in due course.

5. Recommendation

Cabinet is recommended to agree the Communications Strategy and Action Plan.