

**Communication Strategy
Appendix B – Draft Action Plan**

Area for Improvement	Proposed Actions	Issue to be addressed	Lead Responsibility	Timescale
Ensure Communication is a strategic issue	<ol style="list-style-type: none"> 1. Development and adoption of this strategy and implementation of Action Plan 2. Membership of senior communications manager at Senior Management Team 3. Production of Forward Communications programme and reporting to Cabinet 	Level 3 IDeA requirement, linked to timeliness, targeting and access and positive attempts taken to engage with local people, with emphasis on communication with "hard-to-reach" groups.	CE	<ol style="list-style-type: none"> 1. Adoption – July 05 Implementation – as per Action Plan 2. Done 3. Ongoing
Improve understanding of council and partnership policies and priorities, and service standards	<ol style="list-style-type: none"> 1. Explore most appropriate routes to publish service standards for key services (i.e. what standard to expect from x service) and implement. 2. Prepare and publish information on how to report Anti-Social behaviour and how these issues are addressed 3. Publish Corporate Plan and Summary Corporate Plan and publicise 4. Publish revised Community Strategy and publicise 5. Safer Gedling leaflet – as below 6. Multi-media resource – as below 	<p>Requirement for Level 2 IDeA standard.</p> <p>Understanding of what standards to expect is key to managing expectation of services. Some work done in departments, but this may allow sharing good practice. Publication media could include Contacts, website, service leaflets etc. May link well with emergent work on customer focus.</p> <p>Understanding of council priorities is important if residents are to be able to understand why particular courses of action are taken,</p>	<ol style="list-style-type: none"> 1. CM 2. CPM 3. HoCO 4. HoCO 5. CO/CPM 6. CM 	<ol style="list-style-type: none"> 1. Explore options by end 2005 Begin early 2006 2. Autumn 2005 (revised) 3. June/July 05 4. Autumn 05 5. November 05 6. December 05

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Improved accessibility and appearance of Gedling BC website	<ol style="list-style-type: none"> 1 Review content and structure of Gedling BC website 2. Establish multi-media resources on local policy priorities on GBC website (as per IEG 4.5) 3. More widely promote availability of website. 	<p>IDeA Level 2 requires use of wide range of media including ICT.</p> <p>Level 3 requires “thoroughly thought through” opportunities presented by ICT and incorporated in strategy.</p> <p>Website is widely seen to be an appropriate and cost-effective communication channel, which is becoming accessible to more people as web access becomes more widespread. Could be more widely promoted in other publicity; on letterheads, posters etc</p>	<ol style="list-style-type: none"> 1. HoCO/CM 2. CM 3. CM 	<ol style="list-style-type: none"> 1. To be confirmed 2. December 05 3. Ongoing
Improved communication with and between partners on major areas of policy legislation etc	<ol style="list-style-type: none"> 1. Development and implementation of joint communications programme on activities and opportunities for young people, through cross-agency Communications group 2. Explore possibility of developing partnership communications protocol, setting out roles and responsibilities for communication of partnership based issues (through LSP) 3. Inclusion of Safer Gedling pull-out section in November “Contacts” produced through Community Safety Partnership 	<p>Arrangements for communication with partners on major areas of policy/ significant areas of change an IDeA Level 2 requirement.</p> <p>Young people and Community Safety both shared priorities for GBC and Gedling Partnership.</p> <p>This work may extend to other priority issues, depending on how well it operates.</p>	<ol style="list-style-type: none"> 1. CM 2. HoCO 3. CPM/CM 	<ol style="list-style-type: none"> 1. Agree programme Summer 05 – Implement thereafter 2. Explore Autumn 05 3. November 05
Improved evaluation of effectiveness of communications activity against objectives set	<ol style="list-style-type: none"> 1. Develop new measures and performance indicators for communications service, and strengthen project evaluation. 	<p>Few measures currently in place. Anything developed needs to be appropriate, fit for purpose and cost effective. In particular, consideration to be given to client satisfaction with work done and perhaps to a</p>	<ol style="list-style-type: none"> 1. HoCO 	<ol style="list-style-type: none"> 1. By end 2005

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	2. Carry out readership survey of "Contacts" magazine to assess progress and identify areas for improvement.	<p>more intensive approach to media monitoring, possibly on a sampled basis.</p> <p>Nottinghamshire Public Relations Officers Group is carrying out work on performance management approaches and it should be possible to share the results of that work and feed into this exercise.</p>	2. CM	2. To be confirmed
Improve communications skills amongst senior officers and members	<p>1. Review current skill levels and identify gaps</p> <p>2. Develop and implement training programme</p> <p>3. Develop guidance notes for members and managers on how to communicate and engage with public</p>	<p>IDeA Level 2 requires guidance for staff on how to communicate and involve the public. Level 3 refers to leadership of authority (managerial and member) being good communicators and setting the style for corporate communication. Also stresses availability of communications and presentation skills and encouragement to use this.</p> <p>Some work carried out to develop information for managers but could be further improved. Some training has been carried out in the past, and some continues, but may now be opportune to reassess.</p> <p>Employee Communications Group offers opportunities amongst middle managers, perhaps.</p>	<p>1 and 2 - HoCO/HoPOD</p> <p>3. CM</p>	All to be confirmed

HoCO – Head of Cabinet Office

HoPOD – Head of Personnel and Organisational Development

CE – Chief Executive

CM – Communications Manager

CPM – Community Partnerships Manager