

Appendix 2 - Communications Action Plan 2014/15

Actions Required	KPI	Progress
Media Management		
To successfully deliver the Corporate Communications campaigns.	Campaign delivered and outcomes achieved.	All campaigns delivered on target and outcomes achieved.
To continue to develop the relationship with the media and ensure an approved response is given to all media enquires within two working days.	90% within 2 working days.	Target continues to be met. Most queries are dealt with on the same day.
Internal communications		
Internal newsletter (Better) produced, approved and circulated to the Client and Partnership.	Monthly circulation for Better	Better has been circulated on a monthly basis. The look and feel has been refreshed to ensure it remains fit for purpose.
Development of internal communication channels	Adhere to timeline outlined in internal communications action plan.	<p>May 14 – Blogs re-established, with topics such as the Local Plan and the Council’s financial position covered.</p> <p>May 14 – A ‘Month in Pictures’ page was one of the features included in the new look Better.</p> <p>November 14 – Annual Partnership Satisfaction survey launched to gain feedback on services delivered.</p> <p>March 15 – New look Intranet site goes live. As well as a fresh, modern design, a host of new features have been incorporated.</p>

Actions Required	KPI	Progress
Website and social media		
Maintaining accurate information on the Council's website with new content edited and published within agreed timescales.	90% content published within 3 days.	100%. Major development work has taken place on the homepage, Heritage and Tenant Participation pages to further the offering to users.
Consolidate and develop the use of social media and online tools to support and increase the effectiveness of corporate campaigns.	Success evaluated against appropriate targets for social media for each campaign.	Social Media Breakfasts now take place with departments on a monthly basis to share best practice and develop new ideas. Our Twitter following is the highest of similar sized authorities in the county. Facebook pages have been developed in line with service priorities.
Undertake a review of the Council intranet	Intranet to be replaced.	The new look Intranet went live towards the end of March, with feedback overwhelmingly positive. New interactive features have been introduced and documents have been streamlined and updated.
Print & Design Services		
Carry out graphic design work as agreed with the Council.	Work to support key corporate projects	Design projects throughout the year have supported both our statutory and non-statutory functions. Publications include the Housing News, the Annual Report and the What's On guide.
Carry out print work for the Council	90% of all print jobs completed as per timescales agreed with user.	All print work has been undertaken in line with expectations.

Appendix 3 - Communications Action Plan 2015/16

Action	KPI	Target Date
Strategy / Media Management		
To successfully deliver the Corporate Communications campaigns.	Campaigns delivered and outcomes achieved.	31 March 2016
Continue to develop the relationship with the media and ensure an approved response is given to all media enquires within two working days.	90% within two working days.	Monthly
Delivery of media and social media training for officers and members.	Sessions held	August 31, 2015
Internal communications		
Internal newsletter produced, approved and circulated to the Client and Partnership.	Monthly circulation	Monthly
Development of internal communication channels (as outlined in internal communications action plan).	Branded emails to be introduced to highlight key corporate messages. Action plan for phase II of the Intranet project to be compiled.	Template for branded emails to be designed by July 31, 2015. Action plan for the Intranet to be done in conjunction with superusers by September 30, 2015.
Website and social media		
Maintaining accurate information on the Council's website with new content edited and published within agreed timescales.	Content published within 3 days (90%)	31 March, 2016
Consolidate and develop the use of social media and online tools to increase the effectiveness of corporate campaigns.	Success evaluated against appropriate targets for social media for each campaign	31 March, 2016

Action	KPI	Target Date
Undertake a review of the Council website	Report produced with recommendations over future options	31 March, 2016
Print & Design Services		
Carry out graphic design work as agreed with the Council	Work to support key corporate projects	31 March, 2016
Carry out print work for the Council	90% of all print jobs completed as per timescales agreed with user.	Quarterly

Appendix 4 – Proposed publicity / communication campaigns 2015/16

Campaign	Descriptions	Lead Director	Theme	Projects
Promoting the district and supporting economic growth	Promoting the work of the Council in the opportunities it provides for tourism, economic development and job creation across the District	Chief Executive	Sustainable Growth & Opportunity	Projects to support <ul style="list-style-type: none"> ▪ Enhancing the vitality of the District's town centres ▪ Delivering The National Forest Tourism Action Plan ▪ Promoting inward investment and business development ▪ Progress the South Derbyshire Local Plan ▪ Supporting our communities in neighbourhood planning
Improved Recycling	<p>Promoting the recycling collection service.</p> <p>Alerting residents in real time about the impact of inclement weather on the delivery of the waste and recycling collection service.</p>	Housing & Environmental Services	Sustainable Growth & Opportunity	Projects to support <ul style="list-style-type: none"> ▪ Review the commercial waste service and analyse the potential for development ▪ Develop social media channels to ensure updates are timely and relevant ▪ Consider ways to reduce the volumes of incoming waste and recycling calls on the Customer Contact Centre. ▪ Update the website to ensure information is timely and relevant.
Igniting the Legacy	Supporting a raft of sporting, leisure and cultural activities	Community & Planning Services	Lifestyle Choices	Projects to support <ul style="list-style-type: none"> ▪ Supporting local communities in delivering cultural events across the District ▪ Delivering improved leisure facilities for the community ▪ Increasing levels of participation in sport, health and physical activities

Campaign	Descriptions	Lead Director	Theme	Projects
Improved feeling of safety and security	<p>Promoting the message that South Derbyshire is a safe place to live.</p> <p>Supporting planned activities across the district to promote community cohesion, reducing crime and anti social behaviour</p>	<p>Community & Planning Services</p> <p>Housing & Environmental Services</p>	Safe & Secure	<p>Projects to support</p> <ul style="list-style-type: none"> Working with partners to ensure diversionary activities are being delivered in target locations Ensuring Safer Neighbourhood funding is used effectively to combat local crime and disorder issues Working with our partners and communities to reduce acquisitive crime Putting victims first by working with our Partners to provide an enhanced service to vulnerable victims of ASB
Improved Value for Money	<p>Communicating the message that the Council is ensuring that proper arrangements are in place to enable resources to be used efficiently and effectively</p> <p>Improving the customer experience</p>	Finance & Corporate Services	Value For Money	<p>Projects to support</p> <ul style="list-style-type: none"> Continuing the programme of procurement reviews Showcase the ways we are doing more with less Highlighting key successes/achievements Continuing to engage with our communities to ensure the Council is delivering services appropriately
Democracy in the 'Digital Age'	<p>Engaging with our residents to become fully involved in the democratic process.</p> <p>Using Social networking sites to improve resident and customer engagement</p>	<p>Finance & Corporate Services</p> <p>Chief Executive</p>	Value For Money	<p>Projects</p> <ul style="list-style-type: none"> Continuing to communicate and engage with our communities to ensure that the Council is delivering the right message to the right people in the right way