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REPORT TO:	FINANCE & MANAGEMENT COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	29 <sup>TH</sup> NOVEMBER 2007	CATEGORY: DELEGATED/RECOMMENDED
REPORT FROM:	DIRECTOR OF CORPORATE SERVICES	OPEN/EXEMPT PARAGRAPH NO:
MEMBERS' CONTACT POINT:	JAYNE JONES (5800)	DOC: s:\cent_serv\cherrill & sharon\jayne jones\reports\comms strategy report to fm 29.11.07.doc
SUBJECT:	COMMUNICATIONS STRATEGY	REF: PJJ/SH
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: FM14

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## 1.0 Recommendations

- 1.1 The Committee approves the Communication Strategy and related Action Plan as set out in Appendix A.

## 2.0 Purpose of Report

- 2.1 The purpose of the Communications Strategy is to:

- enable South Derbyshire District Council (Councillors and officers), local people and partner organisations to communicate easily, effectively and successfully to help the Council achieve its vision as stated in the Corporate Plan 2007/2010, which is to: **“make South Derbyshire a healthier, more prosperous and safer place to live...by offering value for money services”**.
- co-ordinate communication activities across the Council, so that each service area is working towards shared communication objectives, in support of the Council's wider strategic objectives.
- ensure that corporate communication activities are of a high quality and effective.

The strategy is intended to complement strategies and work already in place, such as the Council's Consultation Strategy, the Council's Customer Services Strategy and Customer Service Codes of Practice and Standards.

### **3.0 Executive Summary**

- 3.1 Good communication is essential for a local authority to fulfil its duty to engage effectively with local residents, businesses, visitors, stakeholders and also its staff. To be effective and worthwhile, communication needs to be a two-way process with the Council committed to enabling its audiences to express their views and opinions as well as providing information to keep them well informed of the latest news and developments.
- 3.2 The Council believes that residents, partners, businesses and visitors should all be well informed and regularly consulted - so they can influence the quality and nature of the services available to them. The Council is also committed to keeping staff informed and involved in developing better services.
- 3.3 Our Communication Strategy proposes the general principles by which we will carry out effective, inclusive communications and sets out the various channels in which communication will be developed further to support the Council's core values.

### **4.0 Detail**

- 4.1 The detail is contained within the strategy attached at Appendix A.

### **5.0 Financial Implications**

- 5.1 There are no financial implications directly relating to this report.

### **6.0 Corporate Implications**

- 6.1 The Council aspires to be an "excellent" Council and communicating what we do as a Council represents good governance and improves our relationship with all our stakeholders.

### **7.0 Community Implications**

- 7.1 Well informed stakeholders enables them to understand and influence our priorities.

### **8.0 Conclusions**

- 8.1 This strategy is essential for good corporate governance and by carrying out the action plan we will ensure all our stakeholders are engaged in our priorities and aspirations for the future.