
REPORT TO:	FINANCE AND MANAGEMENT COMMITTEE	AGENDA ITEM: 13
MEETING DATE:	15 th JUNE 2017	CATEGORY: DELEGATED/ RECOMMENDED
REPORT FROM:	DIRECTOR OF FINANCE AND CORPORATE SERVICES	OPEN/EXEMPT PARAGRAPH NO:
MEMBERS' CONTACT POINT:	KEVIN STACKHOUSE (EXT. 5811) kevin.stackhouse@south-derbys.gov.uk	DOC:
SUBJECT:	COMMUNICATIONS ANNUAL REPORT 2016-17	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE:

1.0 Recommendations

- 1.1 That the Annual Communications Dashboard 2016/17 in **Appendix A** is noted.
- 1.2 That the Communications Annual Report 2016/17, as detailed in **Appendix B**, is noted.
- 1.3 That the updated Communications Strategy 2016-2021 in **Appendix C** is noted and the refreshed communications objectives for 2017/18, listed on pages 12 through to 19, are approved.

2.0 Purpose of report

- 2.1 To note the Corporate Communications Annual Report 2016/17.
- 2.2 To review recent progress and communications trends, using the Communications Dashboard, and to set communications objectives for 2017/18 that closely align with the objectives of the Council's Corporate Plan.

3.0 Executive summary

- 3.1 The Communications Annual Report looks at internal and external outcomes achieved during 2016/17. It provides trends and statistical evidence to support our work in communicating with customers. A revised set of objectives for 2017/18, featured within the Communications Strategy, outlines how key activities will be delivered.

4.0 Detail

- 4.1 The Communications Annual Report details the achievements of the approach to both internal and external communications. It also analyses and evaluates trends and, based on these, makes suggestions for an effective future approach.

4.2 A summary of progress during 2016/17 is as follows:

- Successfully delivered corporate communications campaigns.
- Produced and implemented both a new Internal Communications Strategy and overarching Communications Strategy.
- Continued to develop and improve internal communications channels, for example by transitioning the internal staff magazine to a digital format on a fresh, modern Better online (the intranet). Employees have been actively engaged in developing an action plan for phase II of the intranet project.
- Held a Corporate Plan Focus Group and implemented an action plan to raise workforce awareness of the Council's overall vision and to guide cultural change. Performance successes are celebrated on a quarterly basis through Better online, posters pinned up around the Civic Offices and a quarterly Performance Board.
- Protected and developed the Council's reputation with the local, regional and national media.
- Developed social media and digital tools to improve communication channels and hold two-way conversations with residents. This includes training for officers and conducting a survey with followers to analyse how effective our channels are.
- Executed a Channel Shift Strategy to help move customers towards self-service.
- Produced a comprehensive annual report to showcase the authority's successes and how it intends to further develop its services
- Successfully delivered a web editing and design service.
- Moved the process to deliver a new Council website towards completion.

5.0 Financial implications

5.1 All communication activities during 2016/17 have been funded from existing resources. It is the intention to continue developing old and new channels within current budgets.

6.0 Corporate implications

6.1 The Communications Team will continue to deliver projects set out in the Communications Strategy, closely linked to organisational objectives. All campaigns are aimed at further improving reputation and satisfaction with services delivered.

7.0 Community implications

7.1 All activities complement our vision of making 'South Derbyshire a better place to live, work and visit'. This will be achieved by improving accessibility to information and services, and promoting the work of the Council. As a result, our stakeholders will be better informed of the challenges and opportunities we face.

8.0 Conclusions

8.1 Through its communications objectives 2017/18, as set out in the Communications Strategy, the Council will continue to develop its reputation locally, regionally and nationally while keeping residents, staff, customers, partners, businesses, visitors and other stakeholders informed about services, successes and achievements.

9.0 Background papers

9.1 None.