

Appendix 2 - Communications Action Plan 2013/14

Action	KPI	Progress
Strategy / Media Management		
To successfully deliver the Corporate Communications campaigns.	Campaigns delivered and outcomes achieved.	All campaigns delivered on target and outcomes achieved.
Continue to develop the relationship with the media and ensure an approved response is given to all media enquires within 2 working days.	90% within 2 working days.	Target continues to be met. Most queries are dealt with on the same day.
Achievement of actions within the Council's Communications Action Plan, to achieve 90% completion.	90% completion.	Achieved.
Internal communications		
Develop the internal communications channels (newsletters, blogs, briefings etc) following the internal communications survey.	As outlined.	Action plan for 2014/15 developed. Progress reported to the Corporate Management Team.
Produce internal newsletter (Better). Needs to be approved and circulated to the Council and the Corporate Services Partnership.	Monthly circulation of 'Better'.	Achieved.
Website and social media		
Delivery of social media training for Officers / Elected Members.	As outlined.	Training held for both Members and officers over the year.
Maintaining accurate information on the Council's website with new content edited and published within agreed timescales.	Content published within 3 days (90%)	99%
Develop the use of social media and online tools, to improve communication channels	Increase the number of effective channels available	All Facebook posts now appear on Twitter. A new Facebook page has

Action	KPI	Progress
	to convey messages to enhance the reputation of the Council.	also been set up for the Safer South Derbyshire Partnership. Initiatives have been run to coincide with events such a Local Democracy Week.
Undertake a review of the Council website / intranet sites.	Report produced with recommendations over future options.	Review of the Council's website / intranet has been rescheduled for 2014/15.
Print & Design Services		
Carry out graphic design work as agreed with the Council	Work to support key corporate projects.	All jobs completed.
Carry out print work for the Council.	90% of all print jobs completed as per timescales agreed with user.	100% of all print jobs achieved during the year.

Appendix 3 - Communications Action Plan 2014/15

Actions Required	KPI	Target Date
Media Management		
To successfully deliver the Corporate Communications campaigns.	Campaign delivered and outcomes achieved	31 Mar 2015
To continue to develop the relationship with the media and ensure an approved response is given to all media enquires within 2 working days.	90% within 2 working days	Monthly
Delivery of advanced social media training	Session held	31 Mar 2015
Internal communications		
Internal newsletters (Better) produced, approved and circulated to the Client and Partnership.	Monthly circulation for Better	Monthly
Development of internal communication channels (as outlined in internal communications action plan)	<p>April 2014 – Blogs to be re-established</p> <p>May 2014 – Northgate page to be included in Better</p> <p>June 2014 – As part of brand modernisation, colour coded emails begin</p> <p>July to October 2014 – New Facebook Page goes live to residents</p>	As outlined

Actions Required	KPI	Target Date
	<p>September 2014 – New intranet to go live</p> <p>November 2014 – Noticeboards to be reduced, refreshed and reorganised</p> <p>2015 – Phase II of the Intranet to be considered</p>	
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.	31 Mar 2015
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.	31 Mar 2015
Undertake a review of the Council intranet/internet	Intranet to be replaced. Report produced with recommendations over future options of website.	31 Mar 2015
Print & Design Services		
Carry out graphic design work as agreed with the Council.	Work to support key corporate projects	31 Mar 2015
Carry out print work for the Council	90% of all print jobs completed as per	Quarterly

Actions Required	KPI	Target Date
	timescales agreed with user.	

Appendix 4 – Proposed publicity / communication campaigns 2014/15

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
Igniting the Legacy	Supporting a raft of sporting, leisure and cultural activities following the Commonwealth Games	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 across the district 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 Implementing the next stages of the Paper Lite Strategy Continuing to communicate and engage with our communities to ensure that 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