
REPORT TO:	FINANCE and MANAGEMENT COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	19th JUNE 2014	CATEGORY: DELEGATED
REPORT FROM:	DIRECTOR OF FINANCE and CORPORATE SERVICES	OPEN
MEMBERS CONTACT POINT:	KEVIN STACKHOUSE (01283 595811) Kevin.stackhouse@south-derbys.gov.uk	DOC
SUBJECT:	COMMUNICATIONS ANNUAL REPORT 2013/14 and ACTION PLAN 2014/15	
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: FM 07

1.0 Recommendations

- 1.1 That the Committee considers the Corporate Communications Annual Report and key achievements for 2013/14, which can be viewed in **Appendix 1**.
- 1.2 That performance against the Communications Action Plan for 2013/14, detailed in **Appendix 2**, is noted.
- 1.3 That the Council's revised Communications Action Plan for 2014/15, as outlined in **Appendix 3**, is agreed.
- 1.4 That the updated Corporate Communications Campaigns for 2014/15 listed in **Appendix 3** are approved.

2.0 Purpose of Report

- 2.1 To note the Corporate Communications Report 2013/14.
- 2.2 To review progress on the Communications Action Plan 2013/14 and approve the refreshed Communications Action Plan for 2014/15, together with the Corporate Communications campaigns for 2014/15.

3.0 Executive Summary

- 3.1 The Annual Communications Report looks at internal and external communication outcomes achieved during 2013/14. It provides details on trends and statistical evidence to support our work in communicating with customers. A revised action plan for 2014/15 outlines how communication activities will be delivered and the way they support the key priorities set down in the Corporate Plan

4.0 Detail

4.1 This annual communications report details the achievements of the approach to external and internal communications, along with an evaluation of the effectiveness of the 2013/14 corporate campaigns.

4.2 Summary of progress during 2013/14:

- Successfully delivered the Corporate Communications campaigns
- Continued to develop internal communication channels using newsletters, emails, team briefings etc
- Protected and developed the Council's reputation with the local, regional and national media
- Delivered social media training for Elected Members and officers
- Developed social media and online tools to improve communication channels and hold two way conversations with residents
- Undertaken a review of the Council's intranet
- Successfully delivered a print, web editing and design service

4.3 A summary of the activities planned for 2014/15:

- Deliver the Communications Action Plan 2014/15 set out in **Appendix 2**
- Deliver the corporate communications campaigns set out in **Appendix 3**

5.0 Financial Implications

5.1 All communication activities during 2013/14 have been funded from existing resources. It is our 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 Corporate Communications Strategy, supporting the Council's Corporate Plan. All communication campaigns will continue to be directed towards improving reputation and satisfaction with services delivered.

7.0 Community Implications

7.1 All activities will complement the Council's vision of making 'South Derbyshire a better place to live, work and visit'.

7.2 This will be achieved by improving accessibility of information and promoting the work of the Council. Partners and communities will be better informed of the challenges and opportunities we face. Appropriate communication channels will be made available so views can be considered.

8.0 Conclusion

8.1 Through its Action Plan for 2014/15, the Council will be able to further develop its reputation locally, regionally and nationally. The Council will be able to keep residents, staff, partners, businesses and visitors better

informed and provide a mechanism so they can better influence the quality and delivery of its services.

9.0 **Background Papers**

9.1 None