
REPORT TO:	FINANCE AND MANAGEMENT COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	18 th JUNE 2015	CATEGORY: DELEGATED
REPORT FROM:	DIRECTOR OF FINANCE AND CORPORATE SERVICES	OPEN
MEMBERS' CONTACT POINT:	KEVIN STACKHOUSE (Ext. 5811)	DOC REF:
SUBJECT:	COMMUNICATION ANNUAL REPORT 2014/15 AND ACTION PLAN 2015/16	
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: FM07

1.0 Recommendations

- 1.1 That Members consider the Corporate Communications Annual Report and key achievements for 2014/15, which can be viewed in **Appendix 1**.
- 1.2 That performance against the Communications Action Plan for 2014/15, detailed in **Appendix 2**, is noted.
- 1.3 That the Council's revised Communications Action Plan for 2015/16, as outlined in **Appendix 3**, is agreed.
- 1.4 That the proposed publicity/communication campaigns 2015/16, as shown in **Appendix 4**, are approved.

2.0 Purpose of Report

- 2.1 To note the Corporate Communications Annual Report 2014/15.
- 2.2 To review progress on the Communications Action Plan 2014/15 and approve the refreshed Communications Action Plan for 2015/16 together with the proposed publicity and communication campaigns for 2015/16.

3.0 Executive Summary

- 3.1 The Annual Communications Report looks at internal and external communication outcomes achieved during 2014/15. It provides trends and statistical evidence to support our work in communicating with customers. A revised action plan for 2015/16 outlines how key activities will be delivered.

Detail

3.2 This Corporate Communications Annual Report details the achievements of the approach to external and internal communications, along with an evaluation of the effectiveness of the corporate campaigns.

3.3 Summary of progress during 2014/15:

- Successfully delivered the Corporate Communications campaigns
- Continued to develop internal communication channels, with a fresh, modern Intranet delivered and the internal staff magazine revamped
- Protected and developed the Council's reputation with the local, regional and national media
- Further enhanced website functionality to meet the needs of residents
- Developed social media and online tools to improve communication channels and hold two way conversations with residents
- Compiled a Channel Shift Strategy to utilise the latest technology to help move customers towards self-service
- Successfully delivered a print, web editing and design service

4.0 Financial Implications

4.1 All communication activities during 2014/15 have been funded from existing resources. It is our intention to continue developing old and new channels within current budgets.

5.0 Corporate Implications

5.1 The Communications Team will continue to deliver projects set out in the Corporate Communications Strategy. All campaigns are aimed at further improving reputation and satisfaction with services delivered.

6.0 Community Implications

6.1 All activities complement our vision of making 'South Derbyshire a better place to live, work and visit'.

6.2 This will be achieved by improving accessibility of information and promoting the work of the Council. As a result of this, partners, residents and communities will be better informed of the challenges and opportunities we face.

7.0 Conclusion

7.1 Through its Action Plan for 2015/16, the District Council will continue to develop its reputation locally, regionally and nationally while keeping residents, staff, partners, businesses and visitors better informed.

8.0 Background Papers

8.1 None