

Report of the Interim Strategic Director

COMMUNICATIONS AND ENGAGEMENT STRATEGY1. Purpose of the report

To seek approval for the Council's new Communications and Engagement Strategy 2018-2021.

2. Background

The Council's existing Communications, Consultation and Engagement Strategy has recently come to an end and was in need of a refresh. Following consultation with employees, members and other stakeholders, a new strategy has been drafted to address changing communications and engagement needs over the next three years.

The strategy outlines how communications and engagement activities will be managed so that the people in Broxtowe, our employees and our Members and other stakeholders are kept informed and have a clear understanding of what we do, why we do it and why we need to adapt to the changing context in which we are working.

A new set of objectives have been developed to support the strategy:

1. **Fit for the future** – ensure that our communications are fit for future by continually adapting to new challenges and technologies.
2. **The responsibility of all** – ensure that employees understand we all have a responsibility for communications and they have the tools to deliver it.
3. **One organisation, one voice** – develop a clear and consistent brand and tone across the whole authority, including a set of principles for all communications (see below), both internal and external. Ensure that employees are clear on our shared vision, goals and objectives.
4. **Communicating our vision** – ensure our stakeholders understand our vision, how we are going to achieve it and how we are going to serve the people in our borough.
5. **Two way communications** – ensure we offer opportunities for two-way communications with stakeholders
6. **Measuring success** – set out clear, outcomes based methods to benchmark and evaluate the success of the strategy.

The strategy is accompanied by an employee Communications Toolkit and help sheets and a rationalised Corporate Style Guide. These are circulated separately with the agenda.

3. Financial implications

Any costs will be met within existing budgets.

Recommendation

The Committee is asked to RESOLVE that the Communications and Engagement Strategy 2018-21 be approved.

Background papers: Equality Impact Assessment