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| REPORT TO: | FINANCE AND MANAGEMENT COMMITTEE | AGENDA ITEM: 13 |
| DATE OF MEETING: | 14th JUNE 2018 | CATEGORY: DELEGATED |
| REPORT FROM: | LEADERSHIP TEAM | OPEN DOC: |
| MEMBERS' CONTACT POINT: SUBJECT: | KEVIN STACKHOUSE (EXT. 5811) COMMUNICATIONS ANNUAL REPORT 2017/18 AND OBJECTIVES 2018/19 | |
| WARD (S) AFFECTED: | ALL | TERMS OF REFERENCE: G |

1.0 Recommendations

- 1.1 That the Annual Communications Dashboard for 2017/18 in **Appendix A** is noted.
- 1.2 That the updated Communications Strategy 2016-2021 in **Appendix B** is noted and the refreshed objectives for 2018/19 are approved.

2.0 Purpose of Report

- 2.1 Effective communication, whether internally or externally, helps to sell the vision, protect the reputation and tell the story of the Council. This report provides an overview of successes, emerging patterns and objectives for 2018/19 that closely align with the Corporate Plan.

3.0 Executive Summary

- 3.1 The Communications Dashboard highlights outcomes achieved during 2017/18. It provides trends and evidence to support our work in communicating with customers.
- 3.2 A revised set of objectives for 2018/19, featured on pages 12 to 19 of the Communications Strategy, outlines how key activities will be delivered.
- 3.3 An up-to-date position of the work being done with regards to social media, website, print media, branding, consultation and internal communications can be found on pages six to nine of the Communications Strategy.

4.0 Detail

- 4.1 A summary of progress during 2017/18 is as follows:
 - A new mobile friendly website offering a fresh feel, simpler navigation, streamlined, jargon-free content and an improved site search facility went live.
 - Over the year, the website attracted 379,279 visits, with a sharp upturn in income and mobile phone visits following launch of the new website.

- In 2016/17, 54% of our users said our social media content was good or excellent. This increased to 82% in 2017/18.
- Digital tools, including the creation of a central Council Facebook page and extensive work on a Social Media Strategy, have been developed to showcase the Authority, further enhance customer service and hold two-way conversations with residents.
- Introduced the use of text messaging as a way of contacting/updating tenants.
- Developed the Council's reputation with local, regional and national media.
- Produced a comprehensive annual report to showcase the Authority's successes and how it intends to further develop its services.
- Successfully delivered corporate communications campaigns.
- Performance successes continue to be celebrated on a quarterly basis through the website, internal rolling news channel and at quarterly Extended Leadership Team meetings involving all unit managers and directors.
- Rolling news stories posted on Better online (the Intranet) to keep staff engaged and informed attracted 12,704 hits between April 2017 and March 2018.

5.0 Financial and Corporate Implications

5.1 None directly.

6.0 Community Implications

6.1 The Council aspires to be an excellent Council in order to deliver service expectations to local communities. This report demonstrates how priorities under the People, Place and Progress and Outcomes themes contribute to that aspiration.

7.0 Appendices

Appendix A – Annual Communications Dashboard 2017/18

Appendix B – Updated Communications Strategy 2016-2021

People

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