



Cabinet Resources

30 June 2015

Report title	Internal communications strategy and plan-on-a-page	
Cabinet member with lead responsibility	Councillor Roger Lawrence Public Relations	
Key decision	No	
In forward plan	No	
Wards affected	All	
Accountable director	Keith Ireland, Managing Director	
Originating service	Corporate Communication	
Accountable employee(s)	Name: Ian Fegan Tel: Email: ian.fegan@wolverhampton.gov.uk	Job title: Head of Corp Comms 01902 554286
Report to be/has been considered by	Cabinet Scrutiny Board, 26 November 2014, Leadership team meetings, May 2015, SEB 19 May 2015, Executive Team 3 June 2015, C3 Scrutiny Panel 16 June 2015	

Recommendation(s) for action or decision:

Cabinet Resources is recommended to:

1. Review and approve the internal communication and engagement strategy and plan-on-a-page.

1.0 Purpose

- 1.1 The purpose of this report is to set out plans for improved internal communication and engagement as part of the council's wider Organisational and Development Strategy.

2.0 Background

- 2.1 As part of the Confident, Capable Council, C3 transformation programme (Future People strand), the Managing Director, has made a commitment to improve internal communication and engagement across the organisation.
- 2.2 There is consensus across all sectors of business and industry that strong, responsive, two-way internal communication and engagement improves employee commitment and advocacy. It also contributes to greater innovation and lower absenteeism.
- 2.3 An internal communication and engagement strategy and supporting plan-on-a-page has been developed as part of the C3 programme. A key part of the development of the strategy was seeking the views of employees on how internal communication could be improved. To this end an employee internal communication survey was run as part of the 100:100 programme.

3.0 Progress and discussion.

- 3.1 During the 100:100 programme, employees were asked for their views and feedback on the council's current approach to internal communication and engagement between 22 October and 17 November 2014. The survey contained 10 core questions.
- 3.2 The purpose of the survey was to engage with employees to seek their views on how we can improve and then to deliver on these (you said: we did). The survey also provides a benchmark for measuring future performance improvement in this area and the proposal would be to repeat this in November 2015.
- 3.3 In total, 516 surveys were completed by the closing date (468 online and 48 hard copies) which represents a total of 9.4% of the total workforce (excluding school-based employees).
- 3.4 The key findings of the above survey have been used to shape the improvement objectives of the internal communication and engagement strategy (**see appendix one**). The strategy also includes wider research to identify best practice.
- 3.5 **Appendix two** sets out the internal communication plan-on-a-page which provides an overview of key objectives and deliverables for the year.
- 3.6 A key aspect of the internal communications and engagement plan for 15/16 is the delivery of key strategic internal work programmes such as the launch of the new corporate plan and the FutureSpace project. Each of these will have their own specific

communication plan but they will need to support the delivery of the core internal communication and engagement objectives.

4.0 Financial implications

4.1 The Internal Communications Strategy is part of the Future People work stream. The C3 programme is intended to deliver transformation, improve efficiency and the increase the quality of services and will, therefore, directly contribute towards the delivery of the Medium Term Financial Strategy, including challenging savings requirements.

4.2 The internal communication plan will be implemented using existing corporate communications resources.

[GE/27052015/G]

5.0 Legal implications

5.1 There are no direct legal implications to this report.

[Legal Code: TS/27052015/E]

6.0 Equalities implications

6.1 There are no equalities implications arising from this report.

7.0 Environmental implications

7.1 There are no equalities implications arising from this report..

8.0 Human resources implications

8.1 There are no equalities implications arising from this report..

9.0 Corporate landlord implications

9.1 There are no equalities implications arising from this report..

10.0 Schedule of background papers

10.1 *C3 Programme Report to Cabinet Scrutiny Board (included internal communication strategy) on 26 November 2014.*