

Cabinet Meeting

22 July 2015

Report title	Corporate Communication Strategy 2015-17	
Cabinet member with lead responsibility	Councillor Roger Lawrence Leader of the Council	
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	Head of Corporate Communications
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Report to be/has been considered by	Strategic Executive Board	19 May 2015
	Executive Team,	3 June 2015
	C3 Scrutiny Panel	16 June 2015
	Cabinet	22 July 2015

Recommendation(s) for action or decision:

Cabinet is recommended to:

Review and approve the proposed Corporate Communication Strategy 2015-17

1.0 Purpose

- 1.1 The purpose of this report is to set out the strategic approach and plan to improve the city council's approach to corporate communication and to identify core campaigns for the coming years.

2.0 Background

- 2.1 This three-year corporate communications strategy and plan will deliver more for less and supports the Corporate Strategy and wider City Strategy. By putting in place industry-standard, professional public relations (PR) practices and standards, the City Council can achieve better, more effective, value-for-money communications which improves two-way engagement with key stakeholders.

3.0 Progress and discussion.

- 3.1 New thinking is critical to the success of the city council's corporate communications approach. Connecting the function to the centre of organisational policy and decision-making is essential to maximise opportunities and minimise reputational risks.
- 3.2 Solid research and evidence will under-pin all communication activity and campaigns, helping senior managers to set clear communication objectives with measurable outcomes.
- 3.3 Key strategic communication objectives include increasing the number of people who feel informed about our services, raising awareness of key services that deal with what matters to local people, increasing the number of active foster families, developing a sustained and integrated stakeholder communication approach to businesses, investors and developers and improving internal communication and engagement. Partnership and collaboration – at a local, regional and national level – will be critical to our success in delivering these priorities.
- 3.4 Delivering value-for-money approaches to communication will see investment in new, cost effective channels and a fundamental shift away from traditional ways of working to 'digital by design'. Growing our 40,000-plus-strong social media presence will see better marketing and content provision on existing City Council Facebook, Twitter, Flickr and You Tube channels. Digital growth will also see the launch of new social media channels, including LinkedIn, and greater use of TripAdvisor. Email marketing will be another significant and exciting direct, digital growth area as will the exploitation of the new corporate customer relationship management (CRM) system for marketing purposes.
- 3.5 A detailed campaigns plan with strong, core brands will set out how the Corporate Communications team will prioritise and support key corporate priorities and through improved professionalism, planning and innovation make things happen.

4.0 Financial implications

4.1 The Corporate Communications Strategy is part of the Future customer 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 corporate communications strategy will be implemented using existing corporate communications resources.

[GE/27052015/Y]

5.0 Legal implications

5.1 There are no direct legal implications to this report.

[TS/27052015/F]

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 Not applicable