

First Impressions of the City Scrutiny Review Recommendations – Executive Response

Recommendations to Cabinet	Recommendation - accepted or rejected/comment	Reason for rejection (if appropriate)	Service Area /Lead Director/ Cabinet Member	Milestone date
Developing a joint marketing strategy and communication strategy for Wolverhampton				
1. The Review Group supports the proposed principles for the City Marketing Strategy and would welcome an early response from Cabinet Member for Economic Regeneration and Prosperity about how these will now be developed into a marketing strategy and plan that will be delivered by the council together with its partners.	Accepted		Cabinet Member for Economic Regeneration and Prosperity	October 2014
2. The Review Group was concerned about achieving a joined up approach to marketing and communication. The Strategic Director for Education and Enterprise should provide a report and presentation within three months on how this will be achieved.	Accepted		Strategic Director for Education and Enterprise	November 2014

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<p>3. The Strategic Director of Education and Enterprise supported by the Head of Corporate Communications to produce a city marketing strategy and plan, including the identification and use of the main resources available across the Council to support its delivery. The plan should also include identifying any the key gaps in resource which will form the basis of discussions with partners, stakeholders and external funders.</p> <p>4. A report detailing progress in the delivery of the plan to be presented to Cabinet every six months thereafter.</p>	Accepted	.	<p>Strategic Director for Education and Enterprise</p> <p>Strategic Director for Education and Enterprise</p>	<p>November 2014</p> <p>Presentation of progress in delivering the plan: June and December Cabinet meetings</p>
<p>5. The Strategic Director of Education and Enterprise should incorporate activities being undertaken by key partners involved in either improving the "visit offer", "business offer" and the "shopping offer" and or Marketing</p>	Accepted		Strategic Director for Education and Enterprise	Revised plan to include partner contributions: from June 2015 onwards.

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Wolverhampton, in a further iteration of the plan. This should include a review on whether current resources are sufficient to support any planned future marketing initiatives, events and campaigns developed from the strategy.				
Improving the Wolverhampton 'offer'				
1. The Strategic Director of Education and Enterprise to be invited to include within the progress report at the start of each municipal year an analysis of any business and resident perception surveys, together with any other relevant information, together with any recommendations for improving the Wolverhampton offer and how they will be taken forward.	Accepted		Strategic Director for Education and Enterprise	June 2015
2. The Cabinet Member for Regeneration and Prosperity, in collaboration with other Cabinet Members as appropriate, to be invited to update Cabinet six monthly, on progress to address	Accepted		Cabinet Member for Economic Regeneration and Prosperity and Cabinet Member for City Services	June 2015

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agreed actions to improve the Wolverhampton Offer, based on the business and resident perception surveys and other evidence provided by the Strategic Director for Education and Enterprise.				
3. Consideration should be given to tasking the City Centre Member Advisory Group to scrutinise current work being done to improve the city centre `offer' and follow up issues highlighted during the review evidence sessions and report their findings to the appropriate scrutiny panel.	Accepted		City Centre Member Advisory Group	In line with meeting cycle for the City Centre Member Advisory Group
4. The City Centre Member Advisory Group should review and report on progress in delivering specific regeneration projects against an agreed timetable; particularly those projects where delays are likely to impact negatively on the reputation of the City as a destination of choice.	Accepted		City Centre Member Advisory Group	In line with meeting cycle for the City Centre Member Advisory Group

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<p>5. The importance of the City's cultural 'offer' to the City and the wider Black Country has been highlighted in the Black Country Strategic Economic Plan and also the draft Greater Birmingham Visitor Economy.</p> <p>6. The Strategic Director of Education and Enterprise to keep Cabinet updated on a quarterly basis on progress in securing external investments and the findings from the review.</p>	Accepted		The Strategic Director of Education and Enterprise	<ul style="list-style-type: none"> • December 2014 • March 2015
Managing and improving the reputation of Wolverhampton				
<p>1. The Head of Policy and Head of Communication to be invited to present a report to Cabinet on the feasibility of Wolverhampton Council adopting the Building Trust: Action developed by the Local Government Association. The results should be published either six monthly or annually. The information should be used to inform the development of the any future communication and marketing plans for the City.</p>	Accepted		Head of Policy and Head of Communication	September 2014

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2. The Head of Policy and Head of Communication to be invited to consider revising Wolverhampton Residents' Opinion Survey to include specific questions about what people overall think about the City and views about the current 'offer'.	Accepted When the next ROS is commissioned questions around the city will be considered for inclusion		Head of Policy and Head of Communication	November 2014
3. The Head of Policy to review the findings of the relevant public survey responses should be reviewed and used to inform future plans aimed at improving the current 'offer'. For example, the Express and Star – Your say survey and The National Student Survey findings from Wolverhampton University.	Accepted Links to other public surveys will be included on the ' <u>Wolverhampton in Profile</u> ' local information site to use as evidence for future plans.		Head of Policy	November 2014
4. The Head of Policy to present a summary of the findings annually to Scrutiny Board. The results should be separated into "visit offer", "business offer" and "shopping offer" and include details of specific action taken to improve the 'offer'.	Rejected	I don't think this should be the Head of Policy on the 'visitor offer'. Nor Scrutiny Board – perhaps Enterprise and Business Scrutiny Panel	Head of Policy	June 2015

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<p>5. Head of Customer Services to be consulted on marketing and communication plans for the City to ensure that they are built around improving the current customer experience. Head of Customer Services to lead on development of work flow and rules for business and civic events in the public domain.</p> <p>6. To develop an information report to include intelligence relating to customer contact for these services. The report to be presented to the City Centre Project Board on a three monthly basis to inform their work.</p>	Accepted		Head of Customer Services	December 2014
Harnessing the value of social media for Councillors				
<p>1. Head of Communication to be tasked to either arrange appropriate social media training for Councillors or share published guidance on the subject. Priority should be given to supporting those Councillors who regularly use Facebook and Twitter as part of efforts to engage with the</p>	<p>Accepted</p> <p>This issue has been put into the City Council's corporate communication plan.</p>		Head of Communication	September 2014

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<p>public or have a keen interest in building their social media presence. The group should be invited to set out proposals for encouraging all Councillors to register on Wolverhampton Twitter and Facebook for email information alerts.</p>				
<p>2. The Head of Communication to prepare a revised current social networking guide. The guide to be shared with all Councillors and appropriate support offered.</p> <p>3. The Head of Communication to be invited to advise how the success of initiative in meeting its objectives can be assessed. The findings to be shared with the Councillor Development and Information Technology Advisory Group.</p>	<p>Accepted - links to recommendation 1</p> <p>Accepted - links to recommendation 1</p>		<p>Head of Communication</p>	<p>November 2014</p>
<p>4. The Head of Communication to set up a community discussion forum similar to that developed by Dudley Council. The aim of the forum would</p>	<p>Accepted</p> <p>This will be built into the corporate</p>		<p>Head of Communication</p>	<p>December 2014</p>

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be to provide a space to discuss local issues or future plans relating to the regeneration of the City or improving the current 'offer':	communications plans			