EIT Review – Communication, Consultation and Engagement

Draft recommendations

The draft recommendations for the CASSI review of communication, consultation and engagement are attached. The recommendations will be discussed at Committee on 1st October.

EIT Review – Communication, Consultation and Engagement

Draft recommendations

Service reconfiguration and efficiency opportunities

The Corporate Adult Services and Social Inclusion Select Committee recommend that:

1. A centralized Communications team be created which combines all media, marketing, employee communications and internet content responsibilities within the Council.

2. The Head of Communications post be filled to provide strategic leadership to the Communications team.

3. The procurement of marketing services, advertising, printing, design services, brand development and photography be centralized and delivered by the communications team and that 4 year framework agreements be put in place for all services listed above.

4. A technical review of the Design and Print service is undertaken in the final quarter of 2009.

5. A formal group be established to guide the strategic development of the Council website. The group should include IT, Communications and service leads with web transaction development requirements.

6. The possibility of delivering a consultation services for other public sector organisations be explored.

7. A comprehensive Community Engagement Strategy be produced for the Borough to provide a co-ordinated and strategic approach to community engagement and involvement. The Strategy will include a strategic framework on funding and use of community assets. The Strategy will be completed by 31 March 2010.

8. A single Community Engagement team be created to deliver the Community Engagement Strategy. The team will be in place by 31 March 2010 to deliver the strategy in recommendation 7 above.

Service Improvement Opportunities

9. The Communications team be tasked with producing an agreed annual campaigns and events schedule which will reflect agreed and explicit key messages and themes for Council communications and activities. The schedule will be supported by agreed delivery plans with key service areas.

10. The measurement of the impact of marketing and communication activity be systematically included within all relevant activity.

11. The control, co-ordination and oversight of Freedom of Information requests be strengthened.

12. That the branding/ reputation campaign to reinforce the understanding of the role of the Council be extended and revitalised. The campaign should encompass all out-sourced and partner activities.

13. That an Employee Communication Plan be produced which delivers a comprehensive approach to internal communications and addresses reform of the intranet, a new approach to internal directories, the issue of electronic transmission of large files and update of KYIT.

14. That the processes for reviewing and updating website content be simplified and streamlined. The new communications team will co-ordinate a small group of Service experts to manage web content.

15. That an Employee Engagement Strategy be produced that brings together all current engagement activities and as part of this process that an employee suggestion scheme with clear feedback route be introduced.

16. That the use of Media Store be promoted across the Council.

17. That a clear protocol for using the corporate Consultation team be established and promoted across the Council.

18. That consideration be given to extending the geographical scope and time limits on highways consultations.

19. That the capacity of the Corporate Consultation team be increased to ensure that it can meet demand.

20. That the composition of the Viewpoint Panel be updated to ensure that it is still representative of the Borough.

21. That all major work on surveying residents in the Borough be focussed on the biennial Place Survey, surveys in the intervening years will be discontinued.