

Progress Update – Review of Communication, Consultation and Engagement

No.	Recommendation	Lead Responsibility	Finance Manager	Anticipated Completion Date/ Completion Date	Evidence of progress - July 2010	Savings/Costs to Date (please state whether actual or estimated)	Assessment of progress (Categories 1-4) July 2010
1	That a centralized Communications team be created which combines all media, marketing, employee communications, web development and internet content responsibilities within the Council. Strategic leadership of the team will be provided by a Head of Communications.	Interim Head of Communications	Paul Bale	31/12/09	Complete. New team established 1/12/09 and permanent Head of Communications started work 5/7/10.	£300k – note this is the total saving for all recommendations associated with this review. The savings have been secured through the centralization of budgets and creation of a new central budget less the £300k savings. Definitive proof of the savings will be demonstrated once the new comms team have delivered the new service within budget.	1 – Fully Achieved
2	That the procurement of marketing services, advertising, printing, design services, brand development and photography be centralized and delivered by the communications team through 4 year framework agreements.	Interim Head of Communications and Procurement team	Paul Bale	31/3/10	New Council Wide Photography contract in place – June 2010  Framework agreement on Brand development put on hold as no work in this area planned in the next year.  The review of procurement of Print, Advertising and marketing Services has	See 1 above	3 - Slipped 30/9/10

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					now been subsumed into a wider North East Region project on collaborative procurement and will be progressed through this route possibly generating greater savings.		
3	That a review of the Design and Print service is undertaken in the final quarter of 2009.	Head of ICT and D&P	Paul Bale	31/1/10	Complete. New structure in place.	See 1 above	1 – Fully Achieved
4	That a clear Council protocol for using the corporate Consultation team be established.	Research and Consultation Manager	Paul Bale	31/3/10	The draft Consultation Strategy incl. the protocol has been completed and presented to CMT it is due to be considered at Cabinet on 28 October.	See 1 above	3 - Slipped [new date]
5	That the possibility of delivering a consultation services for other public sector organizations be explored.	Research and Consultation Manager	Paul Bale	31/3/10	Initial discussions were held but further discussions are on hold as all public sector organisations consider how best to respond to funding cuts. More meaningful discussions can be held once the impact of the October CSR have been assessed.	See 1 above	3 - Slipped To be reconsidered after Oct 2010
6	That a comprehensive Community Engagement Strategy be produced to provide a co-	Head of Community Protection Head of Finance and Assets	Paul Bale	30/6/10	Work on Actions 6 and 7 has been delayed as a result of the responses received from employees during the consultation to form the new single	See 1 above	3 - Slipped [new date]

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	<p>ordinated and strategic approach to community engagement and involvement. The Strategy will include a strategic framework on funding for and use of community buildings. The Strategy will be completed by 31 March 2010.</p>	<p>Head of Policy, Performance and Partnerships</p>			<p>Community Engagement team. Concerns were expressed about creation of the team prior to the agreement of a strategy. These responses were considered by the management team and consequently work has been re-focussed on the Strategy and will then be followed up with creation of a team to deliver the strategy. A revised Project Plan has been drafted and consulted on with Unions . Staff.</p>		
7	<p>That 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 6 above.</p>	<p>Heads of Policy, Performance and Partnerships, Community Protection and Housing  Head of Policy, Performance and Partnerships</p>	Paul Bale	30/6/10	See 6 above	See 1 above	3 - Slipped [New Date]
8	<p>That an Employee Engagement Strategy be produced that brings together all current engagement</p>	<p>Head of Human Resource  CMT</p>	Paul Bale	31/3/10	<p>Complete. Strategy agreed by CMT and suggestion scheme "Bright Ideas – You make a Difference" Launched</p>	See 1 Above	1 – Fully Achieved

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	activities and as part of this process that an employee suggestion scheme with clear feedback route be introduced. The strategy and scheme will be in place by 31 December 2009.						
9	That the Communications, Engagement and Consultation teams consider and report back to the Select Committee on the detailed service improvement opportunities included in Appendices 3, 4 and 5 of the report by 31 March 2010.	Head of Communications	Paul Bale	31/3/10	Please see attached document which highlights how detailed recommendations have been actioned.  (To follow)	See 1 Above	1 – Fully Achieved