

Progress Update – Review of Communication, Consultation and Engagement

No.	Recommendation	Lead Responsibility	Finance Manager	Anticipated Completion Date/ Completion Date	Evidence of progress – 06/01/11	Savings/Costs to Date (please state whether actual or estimated) – 06/01/11	Assessment of progress Categories – 06/01/11
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	<p><b>Progress Update from July 2010</b></p> <p>Complete. New team established 1/12/09 and permanent Head of Communications started work 5/7/10.</p>	<p><b>Progress Update from July 2010</b></p> <p>£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.</p>	<p><b>Progress Update from July 2010</b></p> <p>1 – Fully Achieved</p>
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	Head of Communications and Procurement team	Paul Bale	31/3/10	Centralised Communications team well established and delivering against centralised budget. Xentrall providing majority of Design and Print through centralised service – only where external expertise is needed ie Stockton News does print get outsourced.	£300k over 9 recs	1-oFully Achieved

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	agreements.				Project for joint procurement of external advertising, print and design being progressed through NEPO – 7 local authorities involved with Stockton in lead. Strategy to be finalised in Jan 11.	Not yet known	1-Fully Achieved
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	<b>Progress Update from July 2010</b>  Complete. New structure in place.	See 1 above	<b>Progress Update from July 2010</b>  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	Consultation Strategy approved by Cabinet Nov.		Completed
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	Part of the action plan for delivering the consultation strategy. To be included within resources Service Plan.	Potential to generate income. Amount to be determined.	2 – on track
6	That a comprehensive Community Engagement Strategy be produced to provide a co-	Head of Community Protection  Head of Finance and Assets	Paul Bale	<del>30/6/10</del>  Revised date March 2011	Engagement Strategy approved by Cabinet on 30/9/10.  Asset Transfer Principles drafted for consideration and		2 – on track

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	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.	Head of Policy, Performance and Partnerships			inclusion in EIT review of Assets which is progressing and due for completion by March 2011.		
7	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.	Heads of Policy, Performance and Partnerships, Community Protection and Housing  Head of Policy, Performance and Partnerships	Paul Bale	<del>30/6/10</del>  Revised date 30/6/11	Following the approval of the Engagement Strategy, links have been made with associated EIT reviews (Admin/Business Support, Assets) to develop a structure for consultation. Staff have been informed of timescales. Regular briefings taking place with staff and unions.	To be determined	2 – on track
8	That an Employee Engagement Strategy be produced that brings together all current engagement activities and as part of this process that an employee	Head of Human Resource  CMT	Paul Bale	31/3/10	<b>Progress Update from July 2010</b>  Complete. Strategy agreed by CMT and suggestion scheme “Bright Ideas – You make a Difference” Launched	See 1 Above	<b>Progress Update from July 2010</b>  1 – Fully Achieved

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	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	<p><b>Progress Update from July 2010</b></p> <p>Please see attached document which highlights how detailed recommendations have been actioned.</p>	See 1 Above	<p><b>Progress Update from July 2010</b></p> <p>1 – Fully Achieved</p>