

Action Plan – Review of Communication, Consultation and Engagement

No.	Recommendation	Proposed Actions/Progress	Success Measures	Responsibility	Date
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.	<p>Communications team structure agreed as part of the EIT review be populated with current SBC communications employees through ring-fenced preferencing and interviews.</p> <p>New team be relocated to Municipal Buildings</p> <p>Head of communications, Marketing Manager and Senior Web Development Officer be appointed</p>	<p>All existing staff affected by the review be placed in new positions.</p> <p>New communications office to be created in 2nd Floor Municipal Buildings</p> <p>3 vacancies filled</p>	<p>Interim Head of Communications</p> <p>Interim Head of Communications</p> <p>Interim Head of Communications</p>	<p>1/12/09</p> <p>31/12/09</p> <p>31/3/09</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 agreements.	<p>Services defined and 4 year indicative budgets defined for marketing services, advertising, printing, design services, brand development and photography.</p> <p>Invitations to join the framework advertised.</p> <p>Applications assessed and panel of suppliers appointed</p>	OJEU procurement process completed for the 6 identified communications services	Interim Head of Communications and Procurement team	31/3/09

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3	That a review of the Design and Print service is undertaken in the final quarter of 2009.	Review to be undertaken by the BPIF. Action plan to be developed based on the results of the review	D&P service running optimally.	Head of ICT and D&P Head of ICT and D&P	31/12/09 31/1/10
4	That a clear Council protocol for using the corporate Consultation team be established.	Consultation protocol be updated and communicated.	Clear arrangements in place for using the corporate Consultation team	Research and Consultation Manager	31/3/10
5	That the possibility of delivering a consultation services for other public sector organizations be explored.	Discussions to be held with Police, Fire service, & Health sector partners	Evaluation of joint working possibilities completed and decision on future working agreed.	Research and Consultation Manager	31/3/10
6	That a comprehensive Community Engagement Strategy be produced to provide a co-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.	Community Engagement Strategy to be completed following consultation with internal and external stakeholders Community asset transfer policy to be produced Third Sector Commissioning framework to be produced	Widely supported Community Engagement strategy and supporting frameworks and guidelines in place.	Head of Community Protection Head of Finance and Assets Head of Policy, Performance and Partnerships	31/3/10 TBC 30/6/10

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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.	<p>The structure of a Community Engagement team be defined.</p> <p>The single Community Engagement Communications team structure be created.</p>	Single Community Engagement team in place delivering the agreed strategy	<p>Heads of Policy, Performance and Partnerships, Community Protection and Housing</p> <p>Head of Policy, Performance and Partnerships</p>	<p>31/3/10</p> <p>30/6/10</p>
8	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. The strategy and scheme will be in place by 31 December 2009.	<p>A draft Employee Engagement Strategy will be drafted and presented to CMT</p> <p>Consultation to be undertaken on the draft strategy.</p> <p>Final strategy to be agreed.</p>	Employee Engagement Strategy be agreed and implemented.	<p>Head of Human Resource</p> <p>Head of Human Resources</p> <p>CMT</p>	<p>31/12/09</p> <p>31/3/10</p> <p>31/3/10</p>
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.	<p>Detailed service improvement opportunities be reviewed and an action plan produce.</p> <p>Report to Committee on action plan</p>	All detailed service improvement opportunities considered and either implemented, scheduled for implementation or not implemented with reason for non-implementation explained to Committee	Head of Communications	31/3/10