











Appendix 1: Progress against measures in the External Communications Strategy and Internal Communications Strategy.

Progress in delivering the External Communications Strategy is being measured by progress against eight targets. The table below shows progress at the end of December 2015 against these targets.

| Progress against measures in the external communications strategy as at 4 January 2016 | | | | | |
|--|---------|---------------|------------------|---|---|
| Target | 2013 | December 2015 | Target (by 2017) | Direction of travel | Strategy target achieved |
| % of residents who feel fairly/ very well informed | 59.7% | 56.2% | 64% |  | |
| % of residents who read Your Chesterfield and say they feel fairly/fully informed about the council's services | 80.2% | 79% | 82% |  | |
| % of residents who would speak highly of the council | 43% | 46.1% | 47% |  | |
| Number of unique visitors to the council website | 254,744 | 327,005 | 285,000 |  |  |
| % of people who find it fairly/very easy to get information from the council's website | 36.3% | 32.8% | 42% |  | |
| Number of followers to corporate Twitter account | 3,600 | 5,070 | 8,000 |  | |
| Number of followers to corporate Facebook site | 815 | 1,746 | 2,000 |  | |
| % of neutral or positive media stories about the council | 80% | 84% | 81% |  |  |

Appendix 1: Progress against measures in the External Communications Strategy and Internal Communications Strategy.

- 1.1 In addition to the progress outlined in the table other work is continuing to help deliver the objectives within the strategy.
- 1.2 Since the last report to the Forum the major area of work which has been carried out is the development of a new website for the council that can be viewed easily on smartphones and tablets, as well as laptops and desk computers.
- 1.3 The test site is live and content migration work is nearly completed, ahead of a planned public launch in March.
- 1.4 Once completed phase two of the project will look at improving the content for users by making it more focused on the needs of customers, using analytic data to show what the public wants and needs.
- 1.5 In the past six months the council has started producing regular videos which are being used on our website, and YouTube, Twitter and Facebook social media sites. While viewer numbers are varying according to the topic area, videos are typically attracting between 150 and 1,700 viewers, with numbers growing as more people become aware of the range of videos available.

2.0 Internal Communications Strategy

- 2.1 Since the last report the major area of work to help deliver the Internal Communications Strategy has been to develop a new intranet for the council. The finishing touches are currently being made to the site, ahead of it going live to users in February.
- 2.2 Roadshow events will be held at different work bases to engage with staff and councillors about the new site, which can be accessed on any work or personal device, including smartphones, tablets, laptops and desk computers.
- 2.3 The introduction of the new intranet will be a key factor in improving internal communication, as well as promoting cross-team working.
- 2.4 In the past six months videos have started to be used to aid internal communications, primarily to help promote the Borough Bulletin staff newsletter. It is planned to increase the use of videos for internal communication once the new intranet goes live.
- 2.5 The council's two executive directors have also been carrying out Back to the Floor style visits to different teams within the council. This aims to improve two way communications and allows senior managers the opportunity to experience the reality of working in different roles, while getting feedback from staff on what is working well and what could be improved.