

**Appendix B: Communications and engagement strategy action plan – year 1 (2018-19)**

Strategy objective	Activity to help deliver objective	Lead officer	Existing resources (Y/N)	Start date	End date	Evaluation
<b>Continue to do the basics well</b>	Produce four editions of merged Your Chesterfield/Our Homes newsletter	Comms and marketing manager (CMM)  Housing marketing officer	Y	April 2018	March 2019	<ul style="list-style-type: none"> <li>• All editions produced on time and to budget</li> <li>• Increase the percentage of residents who feel well informed about key priorities through Your Chesterfield (as measured in 2019 Are You Being Served residents survey)</li> <li>• Increase the percentage of tenants who feel well informed about key</li> </ul>

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						<p>priorities through Our Homes (as measured by STAR housing survey in 2019)</p> <ul style="list-style-type: none"> <li>• Qualitative feedback from tenant engagement group</li> </ul>
<b>Continue to do the basics well</b>	<p>Prepare for the introduction on the EU Web Accessibility Directive in 2020 by:</p> <ul style="list-style-type: none"> <li>• Publishing a website accessibility statement</li> <li>• Conducting an audit of current accessibility standard of the council website and microsites</li> <li>• Planning a programme of improvements to achieve EU Directive accessibility standards by 2020</li> </ul>	Digital content editor	TBC – but currently believe within existing resources	May 2018	March 2019	<ul style="list-style-type: none"> <li>• All legislative requirements met by the deadlines</li> </ul>
<b>Continue to do the basics well</b>	Development of engaging website section homepages for key front	Digital content editor	Y	May 2018	March 2019	<ul style="list-style-type: none"> <li>• Qualitative feedback from services and customers</li> </ul>

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	line services					<ul style="list-style-type: none"> <li>Evaluate success based on Google analytics changes in terms of number of views</li> </ul>
<b>Continue to do the basics well</b>	Create a consultations page on the council's website to bring together all live and concluded consultation information, including details of completed survey reports	Digital content editor/ PO	Y	June 2018	Dec 2018	<ul style="list-style-type: none"> <li>Page is created</li> <li>Appears as first result in website search engines for consultation and Chesterfield Borough Council</li> <li>All consultation feedback reports are published on the page within two months of the consultation being completed</li> </ul>
<b>Continue to do the basics well</b>	Develop the community engagement page on the council's website to outline the council's engagement processes and create a greater awareness about the	Digital content editor/ PO	Y	June 2018	Dec 2018	<ul style="list-style-type: none"> <li>Page completed on time</li> <li>Page appears at top of website search engine results</li> </ul>

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	council's commitment to community engagement among the public and staff					
<b>Continue to do the basics well</b>	Continue to provide support to services planning consultation events to ensure opportunities to engage with the council face-to-face are developed (eg help with focus groups, roadshows, discussions with customer service)	PO	Y	Ongoing	Ongoing	<ul style="list-style-type: none"> <li>Face-to-face engagement opportunities are included within consultation plans</li> </ul>
<b>Make better use of customer data, intelligence and feedback to improve communications and engagement</b>	All services to be required to produce a 'you said, we did' statement when reporting back on consultation findings	PO	Y	April 2018	March 2019	<ul style="list-style-type: none"> <li>All statements published on website within agreed timescales</li> </ul>
<b>Make better use of customer data, intelligence and feedback to improve</b>	Investigate ways to collate evidence being gained from interactions with the public including councillor surgeries, tenant participation bus contacts and common questions going to	PO	Y	April 2018	March 2019	<ul style="list-style-type: none"> <li>Options identified and action plan created to implement options in 2019/20</li> </ul>

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<p><b>communications and engagement</b></p>	<p>call centre.</p>					
<p><b>Make better use of customer data, intelligence and feedback to improve communications and engagement</b></p>	<p>Assess available options to improve engagement by making it accessible to all (eg park events/open days/cross selling opportunities)</p>	<p>PO</p>	<p>Will depend on actions</p>	<p>May 2018</p>	<p>December 2018</p>	<ul style="list-style-type: none"> <li>• All engagement activities are captured and recorded in the corporate community engagement schedule</li> <li>• Action plan developed to implement chosen options in 2019</li> <li>• Satisfaction levels to be monitored using the 'Are You Being Served' survey indicator 'To what extent do you agree or disagree that you can influence decisions affecting your local area?'</li> </ul>

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<p><b>Tell a clear story (corporate narrative) to explain what we are doing and want to achieve</b></p>	<p>Produce housing annual report in more engaging way</p>	<p>Housing marketing officer/ CMM</p>	<p>Y</p>	<p>April 2018</p>	<p>March 2019</p>	<ul style="list-style-type: none"> <li>• Annual report produced in time to meet Government deadline</li> <li>• Baseline evaluation data collected from tenants about how well informed they feel after reading the report (to enable future year targets to be set)</li> </ul>
<p><b>Tell a clear story (corporate narrative) to explain what we are doing and want to achieve</b></p>	<p>Report on outcomes of delivering the 2014-2018 Council Plan</p>	<p>CMM</p>	<p>Y</p>	<p>December 2018</p>	<p>April 2019</p>	<ul style="list-style-type: none"> <li>• Public aware of key messages and successes (as measured through Are You Being Served survey)</li> <li>• Establish other evaluation methods depending on technique chosen (eg video views, engagement levels)</li> </ul>

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						on social media)
<b>Tell a clear story (corporate narrative) to explain what we are doing and want to achieve</b>	Prepare communications plan to tell Council Plan story in an engaging way ready to deliver in May 2019.	CMM	Y	December 2018	April 2019	<ul style="list-style-type: none"> <li>Communications plan developed and all actions delivered within deadlines</li> </ul>
<b>Tell a clear story (corporate narrative) to explain what we are doing and want to achieve</b>	Develop corporate narrative as part of Council Plan preparation process	CMM (in consultation with Cabinet and Corporate Management Team)	Y	December 2018	May 2019	<ul style="list-style-type: none"> <li>Corporate narrative agreed ahead of publication of plan and communication activities planned to deliver it</li> </ul>
<b>Increase the use of video and infographics to tell our story in a simple and engaging way</b>	Produce range of shorter videos giving quotes from cabinet members on key council decisions or in response to items in the news	Comms officer/digital apprentice	Y	May 2018	March 2019	<ul style="list-style-type: none"> <li>Set baseline average number of views for videos of this type</li> <li>Number of positive key messages delivered</li> </ul>
<b>Increase the use of video and infographics to tell our story in</b>	Trial use of animated infographic videos to communicate key messages	Comms officer/digital apprentice	TBC – seeking to use free software	July 2018	March 2019	<ul style="list-style-type: none"> <li>Established if we can deliver this technique</li> <li>Set baseline average</li> </ul>

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a simple and engaging way			to deliver it			number of views for videos of this type
<p><b>Engage our residents in online conversations where they are happening (eg Facebook groups)</b></p>	<p>Carry out a social media stakeholder audit to identify relevant stakeholder groups and prioritise according to likely impact on reputation</p>	<p>Digital apprentice</p>	<p>Y</p>	<p>July 2018</p>	<p>March 2019</p>	<ul style="list-style-type: none"> <li>• Stakeholder map of social media audiences relevant to council is produced</li> <li>• Stakeholder mapping techniques used to identify priority list of engaging with them (where possible)</li> <li>• Action plan developed with approach to social media engagement</li> </ul>
<p><b>Use technology upgrades and developments to have better conversations with our</b></p>	<p>Investigate technology options that will be available in 2019/20 from the council ICT investment and prepare plans of how they could be used to improve communications and/or</p>	<p>CMM/PO</p>	<p>Y</p>	<p>May 2018</p>	<p>March 2019</p>	<ul style="list-style-type: none"> <li>• Council is prepared to take advantage of communications and engagement opportunities from 2019/20 technology</li> </ul>



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customers	engagement once operational					improvements
<b>Complete the rollout of the visual identity aspect of our corporate branding to council buildings</b>	Complete Town Hall branding of corridors and signage	CMM	Y  (Town Hall refurbishment project budget)	April 2018	December 2018	<ul style="list-style-type: none"> <li>• Signage and corridor branding is in place and on budget</li> </ul>
<b>Complete the rollout of the visual identity aspect of our corporate branding to council buildings</b>	Investigate options to upgrade signage on housing estates	Comms officer/  Ass director - housing	TBC	Dec 2018	March 2019	<ul style="list-style-type: none"> <li>• Options identified</li> <li>• If viable, action plan is in place to deliver in 2018 and 2019</li> </ul>
<b>Reach out to our staff and councillors through engaging delivery of key corporate messages (eg</b>	Seek bank of key messages and statistics from all services that can be used as basis of regular communications using infographics to celebrate success and highlight areas for improvement	Comms officer/  Digital apprentice	Y	Sept 2018	March 2019	<ul style="list-style-type: none"> <li>• Key performance data gathered from each service area</li> <li>• Range of infographics produced for each service area</li> <li>• Establish baseline for</li> </ul>

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<p><b>infographics, video)</b></p>						<p>engagement levels through aspire</p> <ul style="list-style-type: none"> <li>• Set targets for increasing those levels in future years</li> </ul>
<p><b>Reach out to our staff and councillors through engaging delivery of key corporate messages (eg infographics, video)</b></p>	<p>Ensure news and key information is updated at least every two days with a view to aiming towards daily updates</p>	<p>Comms officer</p>	<p>Y</p>	<p>Ongoing</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> <li>• Establish baseline engagement levels for aspire use among staff</li> <li>• Set targets for increasing those levels in future years</li> </ul>