

FOR PUBLICATION

AGENDA ITEM

Draft External Communications Strategy

MEETING:	OVERVIEW AND PERFORMANCE SCRUTINY FORUM
DATE:	13 NOVEMBER 2014
REPORT BY:	COMMUNICATIONS AND MARKETING MANAGER

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1.0 PURPOSE OF REPORT

To consider the draft External Communications Strategy.

2.0 RECOMMENDATIONS

- 2.1 To seek the views of the Forum on the content of the draft External Communications Strategy before it is submitted for adoption by full Council.
- 2.2 To confirm the draft strategy addresses the recommendations of the scrutiny project group on external communications.

3.0 BACKGROUND

- 3.1 The Overview and Performance Scrutiny Forum appointed a Scrutiny Project Group to look into the council's approach to external communications. They produced a report about their review and made a number of recommendations.
- 3.2 Following consideration by the wider Forum this was presented to Cabinet on 29 July 2014 who agreed to the recommendations forming the basis of the Council's new External Communications and Marketing Strategy.

4.0 DRAFT EXTERNAL COMMUNICATIONS STRATEGY

- 4.1 Using the recommendations of the Overview and Performance Scrutiny Forum a draft of the External Communications Strategy, and an accompanying action plan, have now been prepared.
- 4.2 These are attached at appendices 1 and 2 to seek the views of the Forum, and ensure it addresses the recommendations made by the scrutiny project group.
- 4.3 Once the views of the Forum have been taken on board a report will be prepared seeking adoption of the strategy through a process that will involve the recommended approval by the Leader and Executive Member for Regeneration and then Cabinet. The final decision will be taken by full Council.

5.0 RECOMMENDATIONS:

- 5.1 To seek the views of the Forum on the content of the draft External Communications Strategy before it is submitted for adoption by full Council.
- 5.2 To confirm the draft strategy addresses the recommendations of the scrutiny project group on external communications.

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You can get more information about this report from John Fern (Tel. 01246 345245).