

Appendix 2

SCRUTINY PROGRESS MONITORING REPORT ON IMPLEMENTATION OF SCRUTINY RECOMMENDATIONS ON EXTERNAL COMMUNICATIONS

Progress report on Ref: OP4 of the Monitoring Form. To provide progress in implementing recommendations of the Overview and Performance Scrutiny Forum from its scrutiny project work on External Communications Strategy. These recommendations were approved by Cabinet on 29.07.14 for action.

| Recommendation 1 : That the council adopts clear branding and a 'one council' approach. | | | | |
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| Action | Responsibility / Implementation by: | Resources Needed / Available | Target Date | Achievement / Completed |
| As recommendation. | Leader, Councillor John Burrows Communications and Marketing Manager, John Fern | Existing resources. | N/A | Completed. The council's cabinet approved new corporate branding on 2 December 2014. This was implemented in March 2015 and is now being rolled out across different applications. Where changes can be made at no cost the branding is now being used. Other applications (eg vehicles, signs, buildings etc) are being implemented only when existing materials need replacing anyway |

Recommendation 2 :
 That a review be undertaken to look at how better coordination of marketing and communication activities can be achieved to enable the objectives of the new external communications strategy to be delivered, which may involve the need for a review of the organisational structure.

| Action | Responsibility / Implementation by: | Resources Needed / Available | Target Date | Achievement / Completed |
|--------------------|--|-------------------------------------|--------------------|--|
| As recommendation. | Leader, Councillor John Burrows Marketing and Communications Manager, John Fern | Will depend on option selected. | By March 2016. | Outstanding. A review of marketing and communication activities is to be carried out in the 2015/16 financial year but is going to be timed to take account of the council's future marketing requirements in light of planned moves to commercialise services and / or develop trading arms so that income generated can be used to provide core services to the public. |

Recommendation 3 :
 That analytics (the discovery and communication of meaningful patterns in data) are used to guide web content and to be able to better predict and improve performance.

| Action | Responsibility / Implementation by: | Resources Needed / Available | Target Date | Achievement / Completed |
|--------------------|--|-------------------------------------|--------------------|--|
| As recommendation. | Leader, Councillor John Burrows Marketing and Communications Manager, John Fern | Existing resources. | N/A | Completed. Analytics are routinely being used to monitor and guide customer service improvements for the council's website and social media channels. The website will be improved during 2015 |

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| | | | | and analytics will be used to guide this process. |
| Recommendation 4 : | | | | |
| That the Council considers adopting a ‘digital first approach’ to all of its external communications. | | | | |
| Action | Responsibility / Implementation by: | Resources Needed / Available | Target Date | Achievement / Completed |
| As recommendation. | Leader, Councillor John Burrows Marketing and Communications Manager, John Fern | Existing resources. | N/A | Completed. The council’s external communications strategy made adopting a digital first approach to communications one of its key objectives. This is being delivered through: <ul style="list-style-type: none"> • Greater focus on website copy • Increased use of social media, including by different teams • Use of emails as a communication tool eg a welcome email for new residents alerting them to key council services they need to know about • Planned improvements to the website eg delivering responsive design so it can be viewed easily on mobile phones and tablets • Use of videos on website and social media • Use of e-newsletters |

Appendix 2: Scrutiny progress monitoring report on external communications strategy and update on delivery of internal communications strategy

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| | | | | <p>When services now approach the communications and marketing service for advice on particular issues they are taken through a process that encourages them to think about, and use, different digital channels. Only then are they asked to consider whether paper based communication is needed to support that.</p> |
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