

# **FOR PUBLICATION**

## **EXTERNAL AND INTERNAL COMMUNICATIONS STRATEGIES PROGRESS REPORT**

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MEETING:	OVERVIEW AND PERFORMANCE SCRUTINY FORUM
DATE:	12 JANUARY 2016
REPORT BY:	COMMUNICATIONS AND MARKETING MANAGER
WARD:	ALL
KEY DECISION REFERENCE (IF APPLICABLE):	N/A

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### FOR PUBLICATION

BACKGROUND PAPERS FOR PUBLIC REPORTS: Overview and Performance Scrutiny Forum – External and Internal Communications Strategies Progress Report – 14 June 2015  
<http://chesterfield.moderngov.co.uk/ieListDocuments.aspx?Clid=178&Mid=4315&Ver=4>

### **1.0 PURPOSE OF REPORT**

1.1 To update the forum on progress to implement the council's external and internal communications strategies during the past six months.

### **2.0 RECOMMENDATIONS**

2.1 To receive and consider the progress report at appendix 1 on the delivery of the external and internal communications strategies.

### **3.0 BACKGROUND**

3.1 At its meeting on 16 June 2015 the forum asked for six monthly updates on progress to deliver the council's external communications strategy and the internal communications strategy.

### **4.0 PROGRESS ON DELIVERING THE STRATEGIES**

#### **4.1 External communications strategy**

4.2 Since the last report to the Overview and Performance Scrutiny Forum the council has carried out its bi-annual survey of residents – the Are You Being Served? residents' survey.

4.3 Data from the survey is used to measure progress towards reaching the 2017 targets set in the strategy. These figures, along with other data collected, have been used to provide an update on progress against the strategy objectives. This can be found at appendix 1.

4.4 Two targets in the strategy have been met two years ahead of schedule and a further three are showing progress in line with expectations to enable the strategy targets to be met by 2017.

4.5 Three results from the residents' survey are slightly down on the 2013 resident survey results and so progress in these areas is not as hoped.

4.6 The results are somewhat of a surprise given that the council is doing more external communications than it was in 2013. An analysis of the accompanying comments from residents showed only a handful of remarks were made about communications and there is nothing among them that would indicate any particular problems or areas of concern among the public.

4.7 However, work is just starting on the 2016/17 team and service plans so this opportunity will be taken to see what actions can be taken to improve these scores by the end of the strategy period in 2017.

#### **4.8 Internal communications strategy**

4.9 Progress on the measures in the internal communications strategy can be given annually after the employee survey. The next update will be provided at the forum's June 2016 meeting.

4.10 Appendix 1 provides an update on work which has taken place in the past six months to contribute towards the delivery of the strategy.

## **5.0 CORPORATE CONSIDERATIONS**

5.1 There are no financial, legal or equalities considerations arising from this report.

## **9.1 RECOMMENDATIONS**

9.2 To receive and consider the progress report at appendix 1 on the delivery of the external and internal communications strategies.

## **10.0 REASON FOR RECOMMENDATIONS**

10.1 To enable the council to be more responsive to the community and staff through improved communication and engagement.

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You can get more information about this report from  
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