

For publication

Progress report on delivery of the council's internal and external communications strategies

Meeting: Overview and Performance Scrutiny Forum

Date: 14 June 2016

Report by: Communications and Marketing Manager

For publication

1.0 Purpose of report

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

3.0 Progress reports

3.1 This report updates members on progress towards delivering the two communications strategies since they were last discussed at the forum on 12 January 2016.

4.0 Internal communications strategy

4.1 Progress on delivering the council's internal communications strategy is primarily measured using data from the annual employee survey.

- 4.2 The survey was carried out between 11 and 29 April and had 435 responses.
- 4.3 Areas where the policy and communications service has a direct influence over communications (eg intranet, Borough Bulletin, website) have mainly improved, with a particularly significant increase in the number of people who feel well informed through the intranet. This was backed up by a number of complimentary comments about the impact that the newly launched aspire intranet has had. As the survey took place only a few weeks after aspire was launched it is expected that this trend will continue over the next 12 months as user numbers and user interaction with the site both continue to rise.
- 4.4 Other indicators collected to gauge the success of overall internal communications across the whole organisation – which are largely influenced by immediate line managers and overall leadership – were more varied, with many indicators seeing small decreases in line with a general trend across the survey. Most indicators continue to show an upward trend compared to the 2013/14 baseline figures.
- 4.5 The draft survey results have already been discussed with cabinet members, service managers and at Corporate Management Team. Further analysis will take place within the Workforce Strategy group and with focus groups of staff from different levels within the organisation to produce an action plan that will address the findings. A particular emphasis of this work will be on the role of line managers in improving the frequency and quality of team meetings, individual appraisals and one-to-one meetings due to the impact these have on a number of areas, including internal communications.
- 5.0 **External communications strategy**
- 5.1 Progress on measures within the external communications strategy was reported at the forum's last meeting in January 2016. The next resident survey will take place in 2017.
- 5.2 Work to deliver the strategy is continuing. In the past six months the key development has been the launch of the council's new website, with a better content management system.

- 5.3 The new website has what is known as a 'responsive design', which means it can be easily read on tablets and smartphones. This addresses one of the biggest sources of complaints about the website user experience.
- 5.4 Work is now underway on phase two of the website development project, which will focus on improving content and navigation from a user perspective. This is a large project and will continue past the end of the 2016/17 financial year.
- 6.0 **Corporate considerations**
- 6.1 There are no financial, legal or equalities considerations arising from this report.
- 7.0 **Recommendations**
- 7.1 To receive and consider the progress report at appendix 1 on the delivery of the internal and external communications strategies.
- 8.0 **Reasons for recommendations**
- 9.0 To enable the council to be more responsive to the community and staff through improved communication and engagement.

Report author	Contact number/email
John Fern, Communications and Marketing Manager	01246 345245 john.fern@chesterfield.gov.uk
Appendices to the report	
Appendix 1	Progress report against measures in the internal and external communications strategies