

Appendix 1: Progress against measures in the council's internal and external communications strategies – June 2016

Internal communications strategy

Of the nine indicators used to measure progress against the internal communications strategy four have improved since last year, one has stayed the same and four have fallen.

The overall trend against the 2013/14 baseline figures shows improvement in six of the indicators and a decrease in three areas.

Internal communications strategy indicators	13/14 Actual	14/15 Actual	15/16 Actual	Trend from 14/15	Overall trend against 13/14 baseline
1. I am proud to tell others I work for the council	61%	62%	59%	↓	↓
2. I am familiar with the council's vision	75%	79%	77%	↓	↑
3. I am familiar with the council's priorities (Council Plan)	69%	74%	72%	↓	↑
4. I understand how my work contributes to the council's priorities	70%	75%	77%	↑	↑
5. I understand the values I need to follow when doing my job	88%	89%	91%	↑	↑
6. Team meetings keep me informed of what's going on	59%	63%	57%	↓	↓
7. The Borough Bulletin keeps me informed of what's going on	79%	73%	77%	↑	↓
8. The Aspire Intranet keeps me well informed of what's going on at the council	40%	41%	53%	↑	↑
9. Overall, information about what's going on at the council is communicated to me effectively.	40%	45%	45%	=	↑

While not indicators within the internal communications strategy the following results also provide an indication of trends relating to areas where the corporate communications team can directly impact on delivery.

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The overall trend against the 2013/14 baseline figures shows improvement in five of the seven indicators and a decrease in two.

Against the baseline figures six of the seven indicators have seen improvements.

Communication (for information – not strategy measures)	13/14 Actual	14/15 Actual	15/16 Actual	Trend from 14/15	Overall trend against 2013/14 baseline
1. The key messages from the Corporate Management Team meetings are useful	43%	47%	50%	↑	↑
2. The Aspire Intranet enables me to access the forms, documents and information I need	54%	57%	60%	↑	↑
3. I find the external council website useful when doing my work	31%	30%	39%	↑	↑
4. I learn most information about the council by word of mouth or gossip	65%	61%	54%	↓	↓
5. Communication between teams at the council is good	22%	27%	28%	↑	↑
6. Communication in my service area is good	50%	57%	55%	↓	↑
7. Employees without access to email receive relevant information	28%	27%	26%	↓	↓

Activity to support delivery of the strategy

In the past six months the key development for internal communications has been the launch, in February, of the council's new intranet, called aspire.

The intranet is available to all employees and councillors on both work computers, tablets and smartphones, for those that have access to them, but also on personal computers, tablets or smartphones.

A series of roadshows were held throughout February at all council work bases to engage staff on a one-to-one basis, get them logged on to the system and demonstrate what the site can do.

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Early indications from the intranet analytics are that aspire is improving:

- Internal communications
- The ability of staff and councillors to find the information they need to do their jobs
- Removing the need for some paper based communication (in line with the digital first approach of the strategy)
- Improving collaboration within and across teams
- Offering the opportunities to deliver internal communications in new ways – particularly through the use of video.

Work is continuing with individual teams to increase user engagement and user numbers.

External communications strategy

In the past six months the key development towards delivery of the external communications strategy has been the launch of the council's new website in March.

As well as making the hosting of the website more secure the website has delivered various user and communication benefits. Most notably this included responsive design, which enables the website to be viewed easily on tablets and mobile phones for the first time.

Phase two of the website redevelopment project is now underway. This involves using analytics and user data to identify issues that need to be addressed, before a programme begins to work with individual teams to identify website copy that needs removing, updating or adding.

Alongside this, work will take place to consider the best ways of organising the website navigation from a user perspective, enabling us to move away from a departmental approach which has previously been used to manage content.

Work has also continued to use video as a communication tool with videos being produced on issues including devolution, food safety, museum exhibitions, town centre events, Council Tax and the opening of the new Queen's Park Sports Centre.