

For publication

Communications and Engagement Strategy 2018 to 2023 (R100)

Meeting:	Council
Date:	18 July 2018
Cabinet portfolio:	Leader and Deputy Leader
Report by:	Communications and Marketing Manager

1.0 Purpose of report

- 1.1 To seek approval of the Council's Communications and Engagement Strategy 2018 to 2023.

2.0 Recommendation

- 2.1 That the Communications and Engagement Strategy is approved and adopted.

3.0 Report details

- 3.1 The council currently has separate strategies for external communications, internal communications and community engagement.
- 3.2 All three strategies are due to be updated in 2018 and it is proposed to take the opportunity to merge them together in to one strategy to improve communication and engagement with residents, businesses and visitors to the borough. This

approach recognises the linkages between all three current strategies and encourages joint working. It also has the advantage of helping to reduce the overall number of strategies the council has.

- 3.3 The proposed strategy, which is attached at appendix A, aims to build on the progress that has been made over the course of the existing strategies. It sets out the overall direction and principles behind all our communications, consultation and engagement work. It will focus the work of the council on some key transformational issues that will enable this to be achieved.
- 3.4 The strategy is intended to be used alongside the following existing policies and toolkits:
 - 3.4.1 The consultation and engagement toolkit
 - 3.4.2 Brand guidelines
 - 3.4.3 Media protocol
 - 3.4.4 Social media policy
 - 3.4.5 Style guide
 - 3.4.6 Microsite (website) protocol
- 3.5 An annual action plan will set out the actions needed to deliver the eight strategy objectives and show how these will be evaluated. The first year action plan is attached at Appendix B. It is expected that the most significant actions within the strategy will be delivered in the later years of the strategy as planned ICT infrastructure improvements are implemented, delivering the opportunity to instigate new communications and engagement approaches.
- 3.6 Implementation of the strategy and accompanying action plan will be monitored through the corporate performance management framework.

3.7 Progress in achieving the strategy will also be reported to the council's Community, Customer and Organisational Scrutiny Committee.

3.8 This report was considered by Cabinet at its meeting on 26 June, 2018, when it was resolved:

- That it be recommended to full Council that the Communications and Engagement Strategy for 2018/19 through 2022/23 be approved and adopted with immediate effect.

4.0 Human resources/people management implications

4.1 While the Policy and Communications Service will take the lead role in delivering the strategy the actions within it will require the support of all members of staff and councillors if it is to be effective.

5.0 Financial implications

5.1 The action plan will be delivered within existing resources. However, the ability to deliver some of the objectives will be enhanced by the availability of IT systems, particularly media and social media monitoring and engagement platforms, as well as website quality assurance tools. It is expected that these systems will be provided as part of the ICT investment already approved by Council. However, this will be monitored during the course of the strategy and if unfundable IT resources are required a business case will be prepared for councillors and senior officers to consider.

6.0 Legal and data protection implications

All communications and engagement activity within the strategy will need to fully comply with the General Data Protection Regulations (GDPR), Data Protection Act and other

relevant legislation. Consultation activities will be carried out to comply with legislation and best practice to avoid the risk of legal challenge and ensure engagement and feedback processes are effective.

7.0 Consultation

7.1 In preparing the strategy there has been consultation with the leader; deputy leader; cabinet member for governance; chief executive; Corporate Management Team; the Community, Customer and Organisational Scrutiny Committee; and the council's community engagement group.

8.0 Risk management

Risks	Impact	Likelihood	Mitigating Action	Residual Impact	Residual Likelihood
Lack of staff buy-in to delivering the strategy	High	Possible	Provide clear internal communications to staff, managers and councillors outlining the objectives and the actions being taken to address them.	Low	Unlikely
ICT systems	Medium	Possible	ICT	Low	Unlikely

<p>not in place within the timeframe of the strategy to enable communications benefits to be realised</p>			<p>investment plan approved by Council with delivery plan agreed.</p> <p>Yearly action plan to reflect latest position.</p> <p>Strategy to be reviewed and changes made if timescales need to alter.</p>		
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9.0 Equalities Impact Assessment (EIA)

9.1 The Equality Impact Assessment is attached at Appendix C. It shows there are positive benefits to adopting the proposed strategy.

10.0 Recommendation

10.1 That the Communications and Engagement Strategy is approved and adopted.

11.0 Reason for recommendation

- 11.1 To communicate and engage effectively with residents, businesses, visitors and partner organisations.

Decision information

Key decision number	800
Wards affected	All
Links to Council Plan priorities	Underpins the whole Council Plan

Document information

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Appendices to the report	
Appendix A	Chesterfield Borough Council's Communications and Engagement Strategy 2018 to 2023
Appendix B	Communications and Engagement Strategy year one action plan (2018-19)
Appendix C	Equality Impact Assessment for Chesterfield Borough Council's Communications and Engagement Strategy