

FOR PUBLICATION

AGENDA ITEM

EXTERNAL AND INTERNAL COMMUNICATIONS STRATEGIES PROGRESS REPORT

MEETING:	OVERVIEW AND PERFORMANCE SCRUTINY FORUM
DATE:	16 JUNE 2014
REPORT BY:	COMMUNICATIONS AND MARKETING MANAGER
WARD:	ALL
KEY DECISION REFERENCE (IF APPLICABLE):	N/A

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BACKGROUND PAPERS FOR PUBLIC REPORTS:	External communications strategy - report to full council on 17 December 2014 http://chesterfield.moderngov.co.uk/ieListDocuments.aspx?Clid=136&MId=4082&Ver=4 and Overview and Performance Scrutiny Forum on 13 November 2014. http://chesterfield.moderngov.co.uk/mgAi.aspx?ID=3360 Overview and Performance Scrutiny Forum review of external communications – June 2014 http://chesterfield.moderngov.co.uk/documents/s4870/Appendix%201.pdf
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1.0 PURPOSE OF REPORT

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

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.
- 2.2 To receive and consider the progress report at appendix 2 on the implementation of scrutiny recommendations about the council's external communications.

3.0 BACKGROUND

- 3.1 Between November 2013 and June 2014 a project group from the Overview and Performance Scrutiny Forum carried out a review of external communications (see background papers).
- 3.2 The recommendations from this were approved by cabinet on 29 July 2014 and used to develop an external communications strategy for the council.
- 3.3 A draft of this strategy was considered by the Overview and Performance Scrutiny Forum on 13 November 2014, before it was approved by full council on 17 December 2014.
- 3.4 At its meeting on 13 November 2014 the Overview and Scrutiny Forum asked for six monthly updates on the progress into the implementation of its recommendations made following the review of external communications, while also giving an update on delivery of the strategy.
- 3.5 In May 2015 the chairs of the Overview and Scrutiny Forum asked that a brief update also be given on the implementation of the council's internal communications strategy.
- 3.6 This report provides those progress updates.

4.0 PROGRESS ON DELIVERING THE STRATEGIES AND SCRUTINY RECOMMENDATIONS

- 4.1 The review of external communications made four recommendations. Three of the recommendations have been implemented and the remaining one will be addressed in the financial year 2015/16 once the future marketing needs of the council are identified. The progress report can be found at appendix 2.
- 4.2 Appendix 1 gives an update on progress in delivering both the external and internal communications strategies.

5.0 CORPORATE CONSIDERATIONS

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

6.0 RECOMMENDATIONS

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

6.2 To receive and consider the progress report at appendix 2 on the implementation of scrutiny recommendations about the council's external communications.

7.0 REASON FOR RECOMMENDATIONS

7.1 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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