



Hinckley & Bosworth Borough Council

FORWARD TIMETABLE OF CONSULTATION AND DECISION MAKING

Scrutiny Commission
Council

28 March 2019
16 April 2019

WARDS AFFECTED: ALL WARDS

COMMUNICATIONS STRATEGY

Report of Director (Corporate Services)

1. PURPOSE OF REPORT

- 1.1 To seek approval for the revised Communication Strategy 2019 – 2021.

2. RECOMMENDATION

- 2.1 That members review and approve the revised strategy and its supporting plan.

3. BACKGROUND TO THE REPORT

- 3.1 This is the council's third Communications Strategy, setting out the strategic direction for communication over the next three years. It will build on progress and achievements made since the last strategy was published in 2013 and set out the opportunities and challenges we face and how we plan to tackle those challenges.
- 3.2 The strategy document identifies the key areas of focus for communication activity in the period to 2021. The supporting plan for the strategy explains the rationale for each area of focus in more detail and provides a context for the council's communication activity and current challenges.
- 3.3 Since the previous communications strategy was published in 2013, the communications landscape has changed dramatically. There has been a shift away from traditional news sources towards digital and social media networks, with more people than ever downloading information on demand using smart phones and other mobile devices. This strategy sets out how this change affects the way we reach people and how we can make the most of the opportunities digital communication provides, without excluding those who do not use these methods.
- 3.4 The three ambitions of this strategy are to:

1. Inform people about the services the council provides so that residents and businesses make the best possible use of council services, ensuring that our online services are both user-friendly and accessible to use.
- 2 Show that the council is providing value for money in what we do. As well as ensuring our customers use the services provided for them as efficiently and as effectively as we can, we want to ensure that customers value the services they receive from the council.
- 3 Be accountable to local people. We will build trust by listening to the views of all our residents and representatives of local people, act upon them and tell them what action has been taken.

The four main areas of focus for this strategy will be:

1. Shifting more of our communication activity online by increasing the use of e-mail marketing, e-newsletters and further developing our presence on social media.
 2. Making our communications and promotional campaigns insight-driven - based on what we know our customers want and where we can reach them.
 3. Providing a professional media office service to our media partners and to the authority's own service areas.
 4. Ensuring that whatever method we use to reach our customers, our communication continues to be timely, informative, engaging, accessible and factual.
- 3.5 In 2018 the government published a revised set of consultation principles setting out how, when and why local authorities should consult. These guiding principles form the basis of our consultation standards which are included in the appendix to the supporting plan.

4. EXEMPTIONS IN ACCORDANCE WITH THE ACCESS TO INFORMATION PROCEDURE RULES

4.1 None

5. FINANCIAL IMPLICATIONS [IB]

5.1 None arising directly from the report.

6. LEGAL IMPLICATIONS [FA]

6.1 None arising directly from the report.

7. CORPORATE PLAN IMPLICATIONS

7.1 It supports our values – Lead, Involve, Fair & Efficient and underpins activity under the three aims of people, places and prosperity.

8. CONSULTATION

8.1 Corporate Equalities Steering Group.

9. RISK IMPLICATIONS

9.1 It is the Council's policy to proactively identify and manage significant risks which may prevent delivery of business objectives.

9.2 It is not possible to eliminate or manage all risks all of the time and risks will remain which have not been identified. However, it is the officer's opinion based on the information available, that the significant risks associated with this decision / project have been identified, assessed and that controls are in place to manage them effectively.

9.3 The following significant risks associated with this report / decisions were identified from this assessment:

Management of significant (Net Red) Risks		
Risk Description	Mitigating actions	Owner

10. KNOWING YOUR COMMUNITY – EQUALITY AND RURAL IMPLICATIONS

10.1 The communication strategy has regard for the general and specific duties as set out in section 149-159 of the Equality Act 2010. This is detailed in the appendix.

11. CORPORATE IMPLICATIONS

11.1 By submitting this report, the report author has taken the following into account:

- Community Safety implications
- Environmental implications
- ICT implications
- Asset Management implications
- Procurement implications
- Human Resources implications
- Planning implications
- Data Protection implications
- Voluntary Sector

Background papers: Communications Strategy 2019; Supporting Plan for the Communications Strategy 2019

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