

Individual Decision

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| Title of Report: | Communications Strategy Update | | |
| Report to be considered by: | Councillor Anthony Stansfeld | on: | 26 May 2005 |
| Forward Plan Ref: | ID0751 | | |

Purpose of Report:

To provide an update on the three year communications strategy.

To introduce the new 'Communications Forward Plan', against which delivery of activities will be monitored.

Recommended Action:

Approve the approach outlined in this report.

Reason for decision to be taken:

To continue to work to the Communications Strategy which is designed to enhance the reputation of the Council and facilitate service delivery.

List of other options considered:

N/A

Key background documentation:

- Communication Matters – Communications Strategy 2003 – 2006

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| Portfolio Member: | Councillor Anthony Stansfeld |
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Contact Officer Details

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|------------------------|---------------------------------------|
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Supporting Information

1. Background

- 1.1 Communication Matters, the 3 year outline strategy and action plan, is attached to this report and outlines the key facets of the West Berkshire Council communications strategy and tools and channels for appropriate delivery.
- 1.2 The Communications Forward Plan is a new development in the way that the Council operates its communications activities across the various service areas. A living document, constantly being updated and changed as circumstances demand, the intranet-based Forward Plan is a way for us to monitor plans, check on delivery and measure impact of communications.

Appendices

Appendix A – Communication Matters, A Communications Strategy for West Berkshire Council 2005 – 2006.

Implications

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| Policy: | The communications plan adheres to all relevant Council policies. |
| Financial: | Strategy and plan will be delivered within current budgets. |
| Personnel: | Delivery of the strategy requires input from Council communications professionals, as well as input from many local stakeholders to ensure successful delivery. |
| Legal: | Communications works within legal frameworks. |
| Environmental: | N/A |
| Equalities: | Equalities Impact Assessment has been carried out on the PR function this year. |
| Partnering: | Links to West Berkshire Partnership via West Berkshire News – published by WBC on behalf of LSP. |
| Property: | N/A |
| Risk Management: | Some aspects of media management appear in the S&C risk register. |
| Community Safety: | N/A |

Consultation Responses

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| Members: | |
| Leader of Council: | Councillor Graham Jones |
| Select Committee Chairmen: | Councillor Gordon Lundie |
| P&L Committee Chairman (where appropriate): | N/A |
| Ward Members: | N/A |

Opposition Spokesperson: Councillor Denise Gaines
Advisory Members: N/A
Local Stakeholders: N/A
Officers Consulted: Keith Ulyatt, PR Manager
Andy Day, Policy Manager
Nick Carter, Corporate Director, Strategy and Commissioning
Trade Union: N/A