

## Live Actions

Action	Comments	Status
Explore whether a wider application of Gov.Delivery is appropriate with partners.	Following a discussion with parishes at District Parish Conference, we are working to develop a new parish newsletter showcasing good news stories from each of our parishes and sharing best practice.	In progress
To commission a review of the website. Implement the recommendations from the Review	The review is well underway with pages such as Waste and Recycling already moved to the new system	In progress
Migrate the current Consultation Portal onto new software technology used for the Council's Internet pages ensuring it is user friendly and allow access to the Council's response to the feedback received from residents. Rename it the Consultation and Engagement Hub.	Software provider commissioned to migrate the consultation portal onto the new Consultation and Engagement Hub. Work is continuing to progress at the pace of the provider.	In progress
Preparation of a social media options paper which reviews how this might most effectively be achieved and the resourcing and organisational implications of doing so.	Work has begun to include to involve the community more in our social media, including Facebook Live events, a social media takeover for World Mental Health Day and sharing more user-generated content, where appropriate. Social media engagement has increased significantly.	Complete
To co-design, deliver and agree a framework which embeds community co-production as a way of working	A Strategy Board with members took place in September to discuss which policy areas should be used to pilot this new approach. Work is expected to commence on the framework itself this month.	In progress
Develop a strategic approach to signposting and connecting to community support	Training has begun for a community mapping tool.	In progress
A set of standards for the various customer channels is prepared, agreed and communicated.	A Customer Charter has been drafted and will be subject to public engagement in the new year before it is finalised.	In progress
Healthcheck: Top 'x' customer transactions reviewed to assess level of digital channels available. Subject to the outcome of the healthcheck, consider further on a Service by Service basis to identify the top 'x' transactions by Service to assess level of digital channels available.	Work is being progressed to undertake an independent review of the customer experience which will eventually inform service delivery improvements.	In progress
Put in place training modules for communications and engagement within the new Management and Leadership Development Programme.	During 2021/22 financial year we will review the training and development programme and ensure the communication and customer service training requirements are put in place with refreshers. These elements are included in the refreshed workforce strategy.	In progress
Develop effective consultation toolkit/training programme to facilitate self-service and train services on their use.	The consultation toolkit is updated on an annual basis and a new officer has been recruited to undertake more intensive internal and external engagement work to improve the quality of consultation responses.	Complete
Align a new grant stream (from Community Solutions Fund monies) with work on the Co-production Framework; ensuring there is a clear evaluation and review mechanism	The Empowering Communities Partnership met in late October and is progressing this work.	In progress

## Completed Actions

Action	Comments
<p>Ensure that there is a corporate framework in place for the preparation and delivery of Council information utilising GovDelivery:</p> <p>1. Weekly newsletter to residents 2. Agreed framework of 'Council newsletters' produced and designed utilising GovDelivery. This includes publication schedules, and guidance for officers in creating effective newsletters.</p>	<p>Weekly resident bulletins being issued by Communications team for Covid/Non-Covid news. All newsletters are approved by Communications team prior to issue. Existing newsletters have been moved over to GovDeliver. Regular use by Environment, Waste, Libraries and Economic Development teams. Others joining include Emotional Health Academy, Heritage team, Schools bulletin and Making It Happen newsletter.</p>
<p>Review how video is best utilised as part of the Council's communications and engagement work and subsequently prepare an agreed annual production programme,</p>	<p>Has been implemented and is working well. Performance and engagement of videos to be reflected in reporting of analytics going forward.</p>
<p>Annual campaign plan prepared as part of the Communications Plan to cover each priority in the Council Plan.</p>	<p>First campaign took place in September (education) and resulted in good engagement levels. The second (environment) is underway this month.</p>
<p>Internal staff newsletter issued on a monthly basis, with clear deadlines for content and publication, and criteria for editorial content.</p>	<p>In place and operating well.</p>
<p>To continue the process of regular (annual) review of the consultation framework and incorporate any developments from the work done by Service Director (Communities &amp; Wellbeing) as part of the other work streams of the delivery plan, in particular on improving reach</p>	<p>This has been completed. Will continually be reviewed throughout 2021 alongside work being delivered by the Communities and Wellbeing Service.</p>
<p>To produce a paper to detail proposals on how to enhance the process of coordinating consultation activity in a more strategic way</p>	<p>Report provided to internal boards. Quarterly reporting arrangements planned as part of performance reporting to monitor whether engagement is increasing.</p>
<p>Conduct a regular Residents Survey</p>	<p>This has been commissioned and is currently underway.</p>
<p>To conduct more regular media briefings</p>	<p>Weekly briefings for all media outlets are undertaken by the Leader and the CEO. They receive good engagement and are always attended by the local press.</p>
<p>To establish an Internal Communications Steering Group which helps coordinate and plan communications activity within the Council.</p>	<p>Communications Steering Group has been set up and is meeting weekly since 01.03.2021.</p>