

TAUNTON DEANE BOROUGH COUNCIL

Executive

10 March 2004

Communications Strategy for Taunton Deane Borough Council Report of Public Health Development Manager

This is the responsibility of Executive Councillor Gwyneth Bryant

1. Purpose of the Report

- 1.1 The purpose of this report is to present the Communications Strategy 2004 – 2007 to the Executive for approval.

2. Background

- 2.1 The over the last few months we have been working with staff and members to develop the Communications Strategy. In particular, Members of the Review Board have been involved throughout the process.

- 2.2 The strategy now has five key areas:

- The management of communications
- Marketing
- Public Relations
- E-Communications
- Internal Communications

The section on internal communications will be brought to a future meeting once the Healthy Workplace Project Board has completed its work.

3. Resource Implications

- 3.1 The action plans associated with each key area list new areas of work which are not currently resourced. Some of the staffing issues will be dealt with in the corporate restructuring report.
- 3.2 If the work highlighted in the action plans is considered to be a priority, in the short term it will need to be delivered at the expense of other work. However, the short-term investment will lead to a long-term gain with improvements in the effectiveness and efficiency of services.
- 3.3 There are new resources required to deliver some of the actions; the money for these actions will have to be financed either from within existing budgets or as a development bid.

4. Member Involvement

- 4.1 Members have played an important role in the development of this strategy and they need to recognise the key part they need to continue to play in the delivery of the action plans. Member's ongoing involvement should include:

- Involvement in the monitoring and evaluation of the delivery of the strategy
- Being training on relevant matters
- Having joint responsibility with managers and staff for the reputation of the Council.

5. Conclusions

This strategy is an opportunity for our organisation to improve how we work and deliver services. If we want to put good communications at the heart of our work, choices will have to be made. There will need to be short-term investment in this work to secure long-term benefits. Ultimately, this is about enabling the delivery of excellent, customer-focussed services which meet the corporate priorities and the needs of our local community.

6. Recommendation

It is recommended that:

- a) The Executive adopt the Communications Strategy 2004-2007.
- b) Members support the delivery of the Strategy.

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