

REPORT OF COUNCILLOR LEES – COMMUNICATIONS

For my first report as the member with responsibility for Communications I am looking forward, and bringing you notice of the items that I have under consideration at the moment. It may be worth reminding members here of the Communications portfolio remit. We know that good communication is essential to good government and I aim to co-ordinate and review:

public relations,
media relations and
communications.

I am keen that the Council is accessible in its buildings literature and website and I have added three communications actions supporting the corporate priorities:

to improve accessibility,
information exchange and
media training.

The Public Relations Officer is working on a Communications Strategy to support these aims among others and I have seen the first draft of this document which will be completed before the end of the year.

I have looked at some of our publications too. The council newspaper the Deane Dispatch will be published at the end of November and I am reviewing the suggested articles and its distribution. I also receive a digest of Weekly Bulletin articles before they are published. The Council do many good things for the people of Taunton Deane and I wish to promote the good work of the Council when and wherever possible.

Future publicity is being planned to increase the quantity of news coming out of the Council. I want to ensure that we communicate early and well so that our publicity properly reflects both the good work that is done, and also that it reports at the earliest stage any future plans or concerns we may have.

Finally I hope councillors will welcome the clear map of their Ward, that is on their desks tonight, I know I find it useful to have the exact detail of my Ward available to me and I am sure that goes for all Councillors. I am always interested in ways to promote good clear communications and I will welcome Members views at any time.

Executive Cllr. Richard Lees
(Communications)

