

DOCUMENTATION/FUNCTION – COMMUNICATIONS AND ENGAGEMENT STRATEGY

| IMPLEMENTATION | | | | |
|--|--|---|--|--|
| Target Population | | Public, Managers, Staff, Partners, Businesses | | |
| Duty | | To have a communications strategy that enhances both internal and external communications with all stakeholders throughout the borough | | |
| Training Requirements | | General awareness raising for all - plus enhanced training and support for key stakeholders | | |
| Lead Officer | | Head of Strategy, Performance and Communications | | |
| PROCESS | ACTIONS (HOW) | WHEN | OUTPUT | WHO |
| AWARENESS (keeping it live in people's minds) | Communications Strategy to be revised and approved by COE. It will include corporate campaigns and incorporate some engagement activities. | June 2017 | Strategy approved. Enhanced communications, both internal and external, plus raised awareness. | Head of Strategy, Performance and Communications |
| | Communications action plan to be revised and published. Regular reporting to COE. | June 2017 | | |
| | Internal Communications action plan in place (2016). | Complete | | |
| | Internal Communications action plan implementation (2016). | Ongoing | | |
| MONITORING (keeping it effective – recording when it happens) | Regular reports to COB | Quarterly | Strategy compiled and modified as required. | Head of Strategy, Performance and Communications |
| | Regular reports to COE | Quarterly | | |
| REVIEW (keeping it up to date) | Communications Strategy action plans reviewed annually. Key elements delivered via service planning. | Annually | To ensure strategy remains up to date and relevant | Head of Strategy, Performance and Communications |