



# CORPORATE RESOURCES OVERVIEW AND SCRUTINY COMMITTEE

## *Committee Report*

**Public**

**Date of Meeting:** 6th December 2001

**Title:** COMMUNICATIONS BEST VALUE ACTION PLAN

**Report of:** Town Clerk & Chief Executive

**Report reference:** TC 248/01

**Summary:** Update for information for monitoring the actions following the Communications Best Value Fundamental Performance Review

**Recommendations:** to note the report and that the Head of Communications will prepare a further improved action plan following publication of the Communications Best Value Inspection report.

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## **1. Background**

Following the Communications Best Value Review a report with recommendations for actions were approved at the Corporate Resources & Performance Review Committee and Policy & Resources Committee in April 2001.

## **2. The implementation plan within that report and the progress is detailed as follows:**

- Develop an internal communications strategy and implement actions to improve internal communications:

### *Actions so far:*

- staff briefing implemented July 2001
- Internal staff survey – undertaken August/ September 2001

### *Further actions:*

- Results and analysis from staff survey – by end of November 2001
- Action plan and strategy developed from survey analysis – February 2002
- Action plan implemented from March 2002
- Internal staff group set up to implement and inform internal strategy – February 2002
- Repeat staff survey on an annual basis to benchmark improvements.

- Revise the civic newspaper to provide regular communications with residents:

### *Actions so far:*

- Report on proposals for relaunch to Corporate Strategy and Performance Review Committee – July 2001
- New publication launched – September 2001

### *Further actions:*

- Develop survey for monitoring and evaluation of Carlisle Focus – March 2002

- Reviewing the corporate identity:

### *Actions so far:*

- Report on proposals for implementing new guidelines for corporate identity – to Corporate Strategy and Performance Review Committee – July 2001
- Guidelines published and distributed to key internal officers – July 2001
- Use internal communications group to develop monitoring of usage – February 2002

### *Further actions:*

- Review corporate identity in light of corporate developments eg City Vision priorities, and identify options for actions – July 2002.

- Develop and implement enforcement of use of corporate identity – February 2002.
- Clarify corporate responsibilities and ensure delivery of corporate elements
  - Actions so far:*
    - Report to Corporate Strategy and Policy and Resources Committees clarifying corporate/ departmental responsibilities – approved April 2001
    - Service plan incorporating unit's objectives and targets completed October 2001.
  - Further action:*
    - Regular monitoring to ensure objectives and targets being met.
- Improve efficiency and cost effectiveness of the Unit, ensure value for money and achievement of performance targets
  - Actions so far:*
    - Unit and budget restructured to enable delivery of objectives – completed August 2001
    - Performance targets developed and monitoring systems implemented – from April 2001
    - Benchmarking nationally and regionally – ongoing
    - Team improvement reviews implemented – undertaken October 2001 (and twice yearly)
    - Personal development interviews implemented – undertaken November 2001 (and then twice yearly)
  - Further action:*
    - Detailed annual review of performance – March 2002, then annually.
    - Review targets to ensure realistic and achievable – March 2002.

### **3. Improving the action plan**

The Communications Best Value Inspection took place in August 2001. The final report is expected to be published in December 2001. Following the interim challenge it is anticipated that this will lead to a review of the action plan particularly with regard to corporate identity, publications, and the web site. A further report will be submitted to the Overview and Scrutiny Committee in January 2002 with proposals for the reviewed action plan in light of the Inspectors' report.