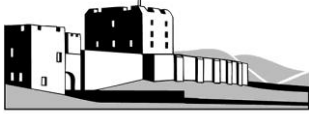


CARLISLE
CITY COUNCIL



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CORPORATE RESOURCES OVERVIEW AND SCRUTINY COMMITTEE

Committee Report

Public

Date of Meeting: 8 January 2009

Title: CORPORATE COMMUNICATIONS POLICY - TOOLKIT AND
ACTION PLAN

Report of: Head of Policy and Performance Services

Report reference: PPP 97/08

Summary:

The report presents the

- i) Communications Toolkit (Appendix A) and
- ii) Action Plan (Appendix B)

The two documents will support delivery of the Council's Corporate Communications Policy. They were referred to in the Communications Policy, considered by Committee, 24 July 2008.

Questions for / input required from Scrutiny

1. To comment on the presentation and content of the action plan and whether it meets Members' requirements for measuring and monitoring progress of the Policy
2. To monitor progress so far in delivering the action plan
3. To suggest any other means, particularly from a Member's point of view, that may improve internal and external communications

Contact Officer: Jo Osborne

Ext: 7534

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers: None

1. INTRODUCTION

The positive relationship between how well informed local people feel and satisfaction with their Council is well documented.

The Council adopted a Corporate Communications Policy, September 2008 that had been considered by the Corporate Resources Overview and Scrutiny Committee, 24 July 2008.

The Policy sets out the City Council's commitment to communicate clearly, openly and regularly with its residents and other stakeholders. It has a number of aims around external and internal communications that will protect and enhance the reputation of the Council, support service delivery, and support Members in their role as community leaders.

2. CORPORATE COMMUNICATIONS POLICY

The aims of the Policy are set as follows:

- To increase understanding of the goals of the Leadership of the authority and support Carlisle Renaissance, Cleaner, Greener and Safer, and Learning City
- Protect and enhance the reputation of the City Council
- Retain and recruit good staff
- Create a positive, informed and recognisable profile for the City Council
- Inform and increase equality of access to services
- Support service delivery
- Support Members in their work as community leaders
- Share best practice to promote the highest standards of service
- Work in partnerships that benefit the local community, supporting neighbourhood working which will involve local people in developing services that meet their needs
- Build on the strengths outlined in the peer review 2006
- Ensure that communications meet the needs of community groups particularly those that are potentially vulnerable
- Ensure efficient and proactive media relations
- Promote and manage a strong and consistent corporate identity
- Promote Carlisle as a sub-regional capital to support economic and social regeneration
- Through the Communications and Accessibility Strategy, set out how we will ensure clear communications for all

- Internal communications - use established communication channels and develop new ones so employees and Members are able to carry out their roles effectively
- Provide opportunity for feedback
- Create opportunities for greater engagement between employees across the authority to promote knowledge of areas other than their own and to share good practice
- Provide training to improve communication skills of Managers, other employees and Members as part of the Corporate and Member Training and Development programmes

The Communications Toolkit and Action Plan, referred to within the Policy, are the means by which the Policy will be implemented and progress monitored. The report presents the two documents.