

CORPORATE COMMUNICATIONS STRATEGY

1 SUMMARY

- 1.1 This report presents a new Corporate Communications Strategy for consideration and approval by Members.

2 INTRODUCTION

- 2.1 The Council agreed a Communication Strategy some years ago which has proved useful in steering our approach to communication. However, communication remains a key issue, both internally and externally, and the opportunity has been taken to revamp the Strategy to ensure it remains fit for purpose and takes account of new technological developments and increasing public and staff expectations.

3 REVIEWING OUR APPROACH

- 3.1 Improving our approach to communications was an issue which remains high on the Member and officer agenda. The opportunity has therefore been taken to re-look at and redraft our strategy in an attempt to:-
- Improved and better co-ordinate our approach to consultation
 - Improve internal communications
 - Improve the website
 - Better publicise the work of the Council

- 3.2 The draft Strategy is appended and takes account of these priorities and the work that is already ongoing to address them.

4 RISK IMPLICATIONS

- 4.1 If the Council fails to communicate effectively, there is a risk to its reputation.

5 RESOURCE IMPLICATIONS

- 5.1 There may be resource implications arising from reviewing the effectiveness of Rochford District Matters or the Council's corporate identity.

6 RECOMMENDATION

- 6.1 It is proposed that the Committee **RESOLVES**

To adopt the revised Corporate Communications Strategy.

Paul Warren
Chief Executive

Background Papers:-

None

For further information please contact Zandra Neeld on:-

Tel:- 01702 318195

E-Mail:- zandra.neeld@rochford.gov.uk