

Communications and Consultation Action Plan 2005/2008

Council outcomes	Communications & Consultation Strategy Outcomes	Measures	Targets	Specific Actions	Timescale	Responsibility
Good reputation	Local residents understand what the Council stands for and believe it has a good reputation	% of local residents who feel the Council has a good reputation		Local Residents & Communities & Partners – External Communications Communicating our priorities and vision	June 05-Dec 07 and ongoing	Head of Policy and relevant Heads of Service
High quality service delivery	Local residents are well informed about the council and the services we provide	% of local residents who feel well informed about the council and the services we provide	To be determined following baseline assessment after the annual survey (March – May 05)	Publication of District Wide Publication of Business Wide News Releases <ul style="list-style-type: none"> • Corporate initiatives • Supporting Services 	Quarterly Twice a year Ongoing	Communications Manager Economic Development Manager and Communications Manager Communications Manager and Heads of Service
Managing expectations				Dealing with media enquiries Provide information material and details of service standards for members of the public	Ongoing July 05 – July 06 and ongoing	Communications Manager, Directors and Heads of Service Communications Manager and Heads of Service

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				<p>Continued improvement of web site</p> <p>Communicate/ build on our relationship with regional and national organisations</p> <p>Provide training for Members and Officers on external communications</p>	<p>ongoing</p> <p>ongoing</p> <p>ongoing</p>	<p>Web Team</p> <p>Communications Manager and Heads of Service</p>
<p>Effective partnerships</p> <p>Community leadership</p>	<p>Partners understand the Council's role and the services we provide</p>	<p>% of partners who feel they understand the Council's role and the services we provide</p>	<p>To be determined following baseline assessment after the annual survey (March – May 05)</p>	<p>Partners Develop communications with Partners</p> <p>Update and review our communications guidance for partners</p> <p>Contribute to delivering the HSP Communications Plan</p>	<p>ongoing</p> <p>May 05 – April 06</p> <p>ongoing</p>	<p>Head of Policy, Communications Manager and relevant Heads of Service</p> <p>Communications Manager and partner Communications Managers</p> <p>Head of Policy and Communications Manager with partners</p>

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	Local residents feel that they can make their views known and that we will listen to them	% of local residents who feel that they can make their views known and that we will listen to them	To be determined following baseline assessment after the annual survey (March – May 05)	<p>Consultation Update guidance on consultation and engagement</p> <p>Renegotiate and implement joint consultation framework</p>	<p>June 2005</p> <p>April to September 2005</p>	<p>Head of Policy</p> <p>Head of Policy</p>
<p>Effective management</p> <p>Employees and Members with the right skills</p> <p>Innovation and improvement</p> <p>Share and use knowledge</p> <p>Key behaviours demonstrated and valued</p>	<p>Employees are well informed about the Council, its priorities and the services provided</p> <p>Employees understand what the council stands for and believe it has a good reputation</p> <p>Employees share information and knowledge</p> <p>Members are supported in communicating with</p>	<p>% of employees who feel well informed about the Council, its priorities and the services provided</p> <p>% of employees understand what the Council stands for</p>	<p>To be determined following baseline assessment after the annual survey (March – May 05)</p>	<p>Employees & Members - Internal Communications Publication of Team News for Officers and Members</p> <p>Publication of Team Talk</p> <p>Maintenance & development of Intranet</p> <p>Provide bite size training for managers on internal communications</p> <p>Staff Survey</p>	<p>Up to 10 per year</p> <p>Up to 6 per year as required</p> <p>Ongoing</p> <p>Up to 6 sessions 05-06, then review</p> <p>June – September 2005</p>	<p>Communications Manager and Heads of Service</p> <p>Communications Manager and Heads of Service</p> <p>Web Team</p> <p>Communications Manager and Head of Personnel</p> <p>Head of Policy Head of Personnel</p>

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	<p>their relevant communities</p>	<p>% of employees who believe it has a good reputation</p> <p>% of employees who feel that we are a learning organisation</p> <p>% of Members who feel they are supported in those communications</p>		<p>Review the methods of providing information to Members, particularly in relation to complex technical issues</p>	<p>Ongoing</p>	<p>Heads of Service</p>
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