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**DRAFT COMMUNICATIONS STRATEGY**

Committee: Regulatory and Support Services Committee

Date: 13 June 2016

Author: Chief Executive

[R20]

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1.0 ISSUE

1.1 Draft Communications Strategy 2016-2019.

2.0 RECOMMENDATIONS

2.1 Members are requested to approve the Communications Strategy 2016/2019 as detailed in Appendix 1, subject to authorising the Chief Executive to make minor amendments in liaison with the Chairman of the Committee.

3.0 BACKGROUND

3.1 The Council appointed Spirus from January 2016 on a six month contract to manage and deliver the Council's PR and Communications service and develop the Council's Communications Strategy 2016-2019.

3.2 The future delivery of the service and the implementation of the agreed strategy will be covered under Exempt Item 16.

4.0 ARGUMENT AND CONCLUSIONS

4.1 Appendix 1 details the Draft Communications Strategy 2016-2019 "One Voice". The strategy is driven by the Council's Corporate Plan document "Our Vision for the Future" agreed by Council on 16 July 2015 (ref: Agenda Item 10).

4.2 The draft Communications Strategy sets out:-

- how we plan to communicate with our stakeholders
- who are our stakeholders?
- how we communicate
- what we communicate
- our responsibilities
- how we know that we have been successful

4.3 Appendix 2 sets out a summary action plan for the year in relation to the key corporate priorities. Key projects and events will be subject to a detailed communications plan.

4.4 Appendix 3 provides a worked example in relation to Barton Road, Ely and the recent Police and Crime Commissioner elections.

5.0 FINANCIAL IMPLICATIONS/EQUALITY IMPACT ASSESSMENT

5.1 The current cost of the Spirus contract is £32,855 over six months equating to £65,711 per annum.

5.2 Where the completion of Equality Impact Assessment is appropriate for a specific project, its completion and implications need to be integrated into the communications strategy.

6.0 APPENDICES

6.1 Appendix 1 – East Cambridgeshire District Council Communications Strategy 2016-2019 'One Voice' DRAFT

Appendix 2 – Draft Action Plan for 2016/17

Appendix 3 - Worked Example – Project Communications Plan eg. Barton Road, Ely and Police and Crime Commissioner Elections 2016

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| <u>Background Documents</u>                 | <u>Location</u>               | <u>Contact Officer</u>   |
|---|-------------------------------|--|
| Council, 16 July 2015<br>Agenda Item No. 10 | Room 103<br>The Grange<br>Ely | John Hill<br>Chief Executive<br>(01353) 616271<br>E-mail: john.hill@eastcambs.gov.uk |