

EAST HERTS COUNCIL

CORPORATE BUSINESS SCRUTINY COMMITTEE – 29 MAY 2012

REPORT BY THE CHIEF EXECUTIVE AND DIRECTOR OF
CUSTOMER AND COMMUNITY SERVICES

7. EAST HERTS COMMUNICATION STRATEGY 2012

WARD(S) AFFECTED: ALL

Purpose/Summary of Report:

- To introduce a new Communication Strategy and Action Plan together with a set of social media principles.

**RECOMMENDATION FOR CORPORATE BUSINESS SCRUTINY
COMMITTEE:** That:

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| (A) | The 2012 East Herts Communication Strategy be approved. |
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1.0 Background

1.1 East Herts Council currently has no formally adopted Communication Strategy. This report recommends the introduction of a Communication Strategy and presents an initial version alongside an indicative rolling action plan for 2012.

1.2 The strategy seeks to both, review the way we use traditional channels of communication, and to develop a range of other channels such as social media and councillor engagement, to ensure that we engage and communicate with our various audiences in the most efficient and cost effective way.

1.3 The Task and Finish Group on Community and Public Engagement (2011) recommended improvement actions for communications and these have been addressed in the strategy.

2.0 Report

2.1 The draft version of the Communication Strategy is attached as **Essential Reference Paper B** with an indicative Communications

Campaign Action Plan 2012 and The Social Media Principles attached as **Essential Reference Papers C and D** respectively.

3.0 Implications/Consultations

3.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

Background Papers

None.

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