

EAST HERTS COUNCIL

CORPORATE BUSINESS SCRUTINY COMMITTEE – 29 MAY 2012
EXECUTIVE – 10 JULY 2012

REPORT BY THE LEADER OF THE COUNCIL

COMMUNICATION STRATEGY

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.

<u>RECOMMENDATION FOR CORPORATE BUSINESS SCRUTINY COMMITTEE: That:</u>	
(A)	the 2012 East Herts Communication Strategy be supported.
<u>RECOMMENDATION FOR EXECUTIVE:</u>	
(A)	that the comments of the Corporate Business Scrutiny Committee be received; and
(B)	to recommend to Council that the 2012 Communication Strategy as set out at Essential Reference Paper 'B', be approved.

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 Paper '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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