



Broxtowe  
Borough  
COUNCIL

# Communications, CONSULTATION & Engagement Strategy

2015 - 2018





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# 1. Introduction

Communications is at the centre of everything we do. Through successful communication, consultation and engagement we are able to deliver the services that are important to our residents and develop good working relationships with our partners in the public, voluntary and private sectors.

This strategy outlines how we are going to manage our communications activities over the next three years. It aims to help us ensure that communication between us and the people and organisations that we come into contact with – our stakeholders – is always appropriate.

In this way, we hope that everyone is kept informed about the Council's policies, activities and events and they know how to share their ideas and opinions with us. We understand that the ways in which we communicate will probably change during this time so we have built some flexibility into our plans with the aim of ensuring continuous improvement.

The strategy is using the term 'communications' in its widest sense to ensure consultation and engagement is part of the process, as communications without listening and engaging is one-sided.

It is important that we listen, communicate and consult clearly, openly, accurately and regularly with our residents, with our partners and with each other, in order to promote mutual understanding and give a better service to the people of Broxtowe.

Consultation methods may include questionnaires, feedback forms, face to face interviews, suggestion schemes or digital and web-based surveys.

Engagement includes neighbourhood forums, such as Community Action Teams (CATs), town centre groups, social media and special interest groups or a focus group established for a single purpose.

We have also formalised our use of social media and recognise the importance of digital communications without compromising our use of traditional communication methods.

# 2. Why do we need a strategy?

## The strategy in context

The strategy describes how Broxtowe Borough Council can communicate, consult and engage well to assist in achieving its vision:

### VISION

***Listening and responding to ensure the delivery of efficient and effective services***

NB: the vision is currently under review as part of the new corporate plan process 2016 - 2020

The strategy will ensure that all of our communications activities are carried out in-line with this vision, with the aim of communicating our achievements to all stakeholders and enhancing the reputation of the Council and the Borough overall.

The purpose of this strategy is to establish and maintain clear and relevant two-way channels of communication in order to create an informed and recognisable profile for Broxtowe Borough Council and a positive image of the Borough.

As well as providing the framework to ensure that all communication is in-line with the Council's vision and values, this strategy also meets the communications, engagement and consultation objectives which are:

### COMMUNICATIONS, CONSULTATION & ENGAGEMENT OBJECTIVES

1. Keep residents well informed and promote and enhance the reputation of Broxtowe Borough Council and the Borough.
2. Apply a consistent and corporate approach to communications, consultation & engagement and ensure that these plans are integrated into service planning and delivery.
3. Provide clear, easily understood, timely and up to date information to all stakeholders whether it is spoken, written or electronic.
4. Clearly brand and promote the authority so that all material produced adheres to accepted corporate style and is easily and instantly identifiable with Broxtowe Borough Council.
5. Establish good communications with employees to create a corporate environment of trust and loyalty where they are valued and encouraged.
6. Establish good communications with Councillors to support their work as elected representatives.
7. Provide a clear corporate approach to marketing the Council's services that help define the plans to accomplish this.
8. Ensure that outcomes of engagement and consultation are used to inform policy and decision making.
9. Ensure that consultation and engagement is transparent and that we keep our residents and stakeholders informed of progress.

## Code of Practice

The Council also adheres to Paragraph 4 of the Code of Recommended Practice on Local Authority Publicity 2011 which says:

### Publicity by local authorities should:

- be lawful
- be cost-effective
- be objective
- be even-handed
- be appropriate
- have regard to equality and diversity
- be issued with care during periods of heightened sensitivity

[www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity](http://www.gov.uk/government/publications/recommended-code-of-practice-for-local-authority-publicity)



The communications team will advise Officers and Members of the Code and how it affects the way we are able to communicate particularly at election time and with regards to media, advertising, communications, consultation and event planning.

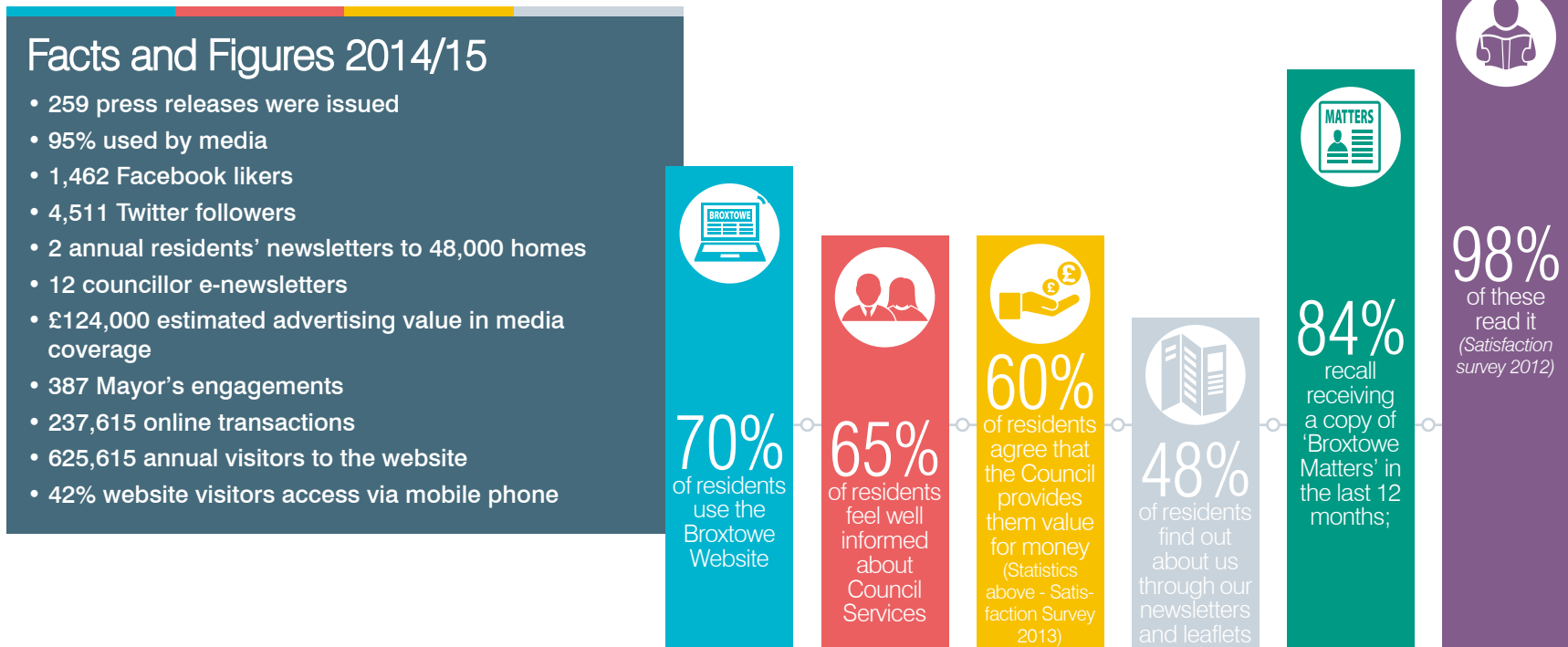
This strategy informs an action plan (see Appendix 1) which demonstrates how we will achieve all of these objectives and is supported by an employee Toolkit to provide training, guidance and advice on all Communications, Engagement and Consultation issues for all service areas to use. The action plan will be updated annually.

# 3. What have we done so far?

Research shows that the people are better informed about their Council services, the more satisfied they feel. Good communications can lead to a better reputation and stronger relationships.

A total of 65% of Broxtowe residents felt well informed about Council Services (2013) and whilst this indicates a reasonably high satisfaction level, it also demonstrates that there is room for improvement. It is clear that the web site plays a key role in front line communications and the move towards more effective digital communications is critical.

In order to inform this strategy and ensure that the team is providing best value, KPI's, benchmarking and surveys have all taken place over the last three years. The team has also received recognition for its activities, winning the Civic Office of the Year Award 2012 and achieving three stars and mobile enabled status for its website from SOCITM Better Connected 2014. Some of the key facts and statistics are listed overleaf:



Residents' satisfaction statistics

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## What have we done so far? continued

We also conduct a number of reviews and have introduced improved practices and activities, which include:

- o Monthly Key Performance Indicators as part of the performance monitoring framework
- o Surveyed media on service provided by Broxtowe Borough Council
- o Newsletter benchmarked against all Nottinghamshire Authorities annually
- o Communications Team benchmarked against other Nottinghamshire Authorities annually
- o Introduced communications plans and guidance for service areas which are now part of the on-going planning process for communications
- o Reviewed and re-launched the corporate identity 2013
- o Reviewed and re-launched the Intranet 2012



- o Trialled and introduced social media activities, policy & training
- o Trialled and introduced an online civic engagement form 2013.
- o Introduced web pages to publish consultation results and progress 2011/12 and reviewed this 2014
- o Reviewed, surveyed and developed a cost neutral Civic and Charity Ball 2012/13. In the past two years we have received record numbers of attendees and raised more money for the charities
- o Won the Civic Office of the Year Award 2013
- o Introduced a Charity Committee 2011/12 to support the Mayor's annual fund raising





# 4. Where do we go from here?

## Communication Planning, Media, Digital Strategy

The media profile is changing with the rapid development of social and digital media, but it is important that we continue to use all channels to communicate with our stakeholders and recognise that not everyone chooses the same methods.

We will maintain and further improve positive media coverage and develop media relations to promote and defend the Council when appropriate.

'Digital thinking' will ensure that we focus on integrating new technology and social media into our communications channels, having recognised the opportunities that this can deliver. We will continue to use this multi-media approach to enhance the Council's reputation, engage with the public and as an opportunity to reduce cost. Media and digital training will continue for key Officers.

We will continue to develop a programme of media communications plans in conjunction with relevant service areas. These will be underpinned by the Council's values and priorities and be published on the intranet.

We will investigate and develop communication plans which focus on behavioural change to positively influence service delivery in the most cost effective way. We will use data insights to establish customer segmentation to better predict behaviour and actions and enables more effective communication, interactions and marketing, as well as achieving behavioural change.

An important part of the work of the Communications team will be to support councillors. The work of a councillor is complex and challenging and they require appropriate guidance and professional development to undertake their roles. We will provide relevant advice, training and information to enable them to highlight the work they do and communicate it in a timely and relevant manner.

We are introducing an automated email and digital subscription management system on the website called GovDelivery. The system, which is exclusive to the public sector, will enable services to connect with more people and to get those people to interact.

We will work with the service areas to support a multi-media approach in service delivery, which is vital when engaging with customers as part of the Digital Strategy which we will help to deliver.

*NB: A New Corporate Plan will be adopted in 2016 which will outline how the Council delivers its service and how it acts indirectly through partnerships, with local people and the voluntary sector. As part of the new Plan the Council's vision and priorities will change. This will impact on the Council's 'Brand' which will be reviewed on completion of the new Corporate Plan.*



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# Design & Print Services, corporate identity, newsletters, publications, advertising

We have a centralised Design & Print Service which has ensured best value through centralised buying, consistency of design, look and feel which reinforce our image and values.

Our corporate identity is well established and recognised and we will continue to police its use so that all published materials are professional, corporate and credible.

We have had a supplier framework for procurement since 2010 and this achieved consistent savings and improved quality since it was introduced. A new framework was adopted in July 2015 to ensure it continues to provide best value.



We currently produce two Broxtowe Matters newsletters annually that are delivered to every household in the Borough. The newsletter incorporates our partnership work and reflects our vision and values. We review the newsletter annually to make sure we are still providing value for money and it is informing the public appropriately. We have introduced advertising opportunities since 2014 for our stakeholders and partners which will continue to contribute towards the cost of production.





## Civic

As the leading citizen, the Mayor is the high profile face of the authority. The role of the Mayor is key in enhancing and promoting the services of the Council. The 2010/11 Civic Services review enabled us to save costs and improve efficiency of the service. As well as ensuring a quality Civic provision, it has enabled us to make better use of Officer time.

Since the review, there has been an increase in the number of engagements undertaken by the Mayor and a reduction in overall budgets.

The Corporate Communications Team are now all cross-trained and are able to deal with civic issues, as well as communications issues when required. This provides support for the Communications and Civic Officer and also helps promote the work of the Mayor to a wider audience.

We have already carried out a benchmarking exercise to compare the civic service against other authorities. There was also a review of the chauffeuring costs in 2013.

In the 2011/12 Civic year, a Charity and Fundraising Committee was also introduced. A review of this committee will take place in 2015 to consider its effectiveness and the best use of resources to deliver a reduced charity programme if necessary.

With the increasing number of high profile civic events taking place such as the Military Dinner, Homecoming Parades and many others the team will also investigate ways in which to manage these important activities within current resources. This may mean reducing the charity input further and cutting back on some civic invitations.



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## Consultation and Engagement

Consultation and engagement is already part of every service delivery plan and is devolved in the authority, but Corporate Communication is involved in publishing results, open data and in providing guidance on the most effective methods to use.

The Communications Team can assist in web-based consultations as well as providing guidance on the use of other consultation tools to target smaller more segmented groups.

Work is taking place on using a multi-media approach to engage better using digital platforms. Facebook advertising has been trialled and work is taking place to look at other techniques to introduce alternative campaigns that tackle the barriers which are central to changing people's behaviour.

Insight data is to be developed which will help service areas better target service delivery and improve consultation and engagement overall.

The online consultation results provision has been reviewed to ensure stakeholders are being informed on outcomes and actions to ensure all public consultation results are published in a timely way.

Much of the consultation and engagement work is devolved to the different service as part of their on-going work programmes. Some of the consultations are statutory whilst other work takes place in order to inform future plans and events and to provide insight information.

Involving the public in the work of the Borough Council and its strategic partners through consultation is an integral part of the Council's policy and decision-making process. Listening to the public has a number of specific benefits:

1. It allows the Council and its strategic partners to tap the widest source of information possible and thus improve the quality of decisions reached.
2. It alerts policy makers to any concerns and issues not picked up through existing evidence.
3. It helps to monitor existing policy and whether changes are needed.

Service areas are involved in a wide range of engagement projects that targets specific group, organisations and partners including The Broxtowe Partnership, CATs, the Community Celebration Group, the Equalities and Resident Involvement groups and many more.

The online results service on the website needs to be developed to ensure residents receive feedback on this work, are kept informed and are confident that we have listened and acted upon it when appropriate.





# Web Development

Broxtowe Borough Council's website and intranet will continue to be an integral part of our Digital by Default programme and be a valuable source of information, a growing platform for customer transactions and a low cost alternative to face-to-face and telephone contact.

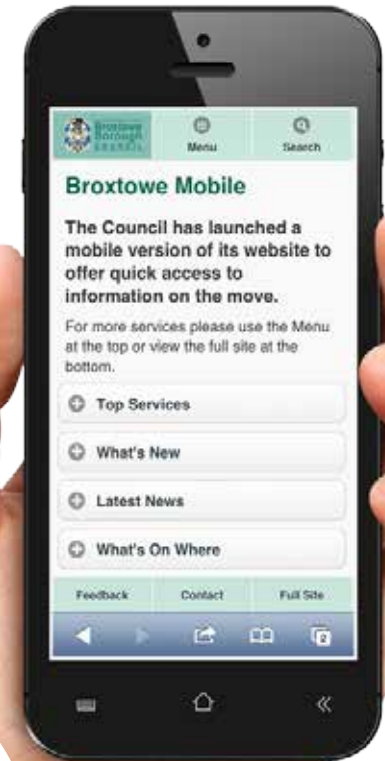
This strategy recognised that the vast majority of the UK adult population (85% in the East Midlands) now uses the internet. Access from mobile devices is rapidly growing and accounts for 42% of Broxtowe's website visitors.

In 2013 the number of web transactions was higher than those taken by the customer service team for the first time and this has continued to increase.

The website has been awarded the Shaw Trust Accessibility Award and is a three star mobile enabled website in the SOCITM Better Connected Annual National Website Survey (2014). The site is currently being updated and reviewed to improve its navigations and has adopted a 'Top Tasks approach'.

A review of the website took place in 2013 in order to consider this recommendation and the findings of that review were part of a Scrutiny Committee review. An action plan has been developed from this work, which currently forms part of the web work programme.

This work will focus mainly on Digital by Default actions to channel shift more customer interactions to the web which will also include improving the navigation and make it a responsive website.



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# Stakeholders, Councillors and Employees

A stakeholder is a person, group, or organisation that can affect or be affected by an organisation's actions, objectives, and policies. Stakeholders have varying needs and different stakeholders are entitled to different considerations. Broxtowe Borough Council's stakeholders include:

- o Employees
- o Councillors
- o Local residents
- o Anyone who uses the Council's services
- o Broxtowe businesses
- o Schools & Colleges
- o Visitors to the Borough
- o The Council's partner organisations
- o The media
- o Voluntary groups and organisations
- o Nottinghamshire County Council & neighbouring Councils etc.

This strategy deals with how we should all communicate with our stakeholders and how we ensure that there is the planning and resources in place to do so effectively.

As elected representatives, Councillors are key stakeholders and have a major role to play in the decision making process and in ensuring the things that their electoral want are considered. The Council's cabinet and committee programme also enables Councillors to discuss and take decisions on the most significant issues facing authority. These include issues about the direction of the Council, its policies and strategies, as well as those which affect Council service. There are over 140 meetings annually and these of these meeting are open to the public. Details of all these meetings can be found on the Council's website.

As well as all the methods of communication outlined in the previous sections of this strategy, the intranet, Broxtowe Employee News (BEN) and Members Matters (MM) are used to enhance employee and Member communications.

A new intranet was launched in 2012 and a survey of employees and Councillors is planned to take place in 2015 to see where it might be further improved. There is a Members section on the intranet and it is planned to further enhance that in 2015/16.

For Broxtowe residents there are over twenty Community Action Teams (CATs) which meet regularly throughout the Borough. The meetings are open to all residents and offer a friendly environment in which to make suggestions about how to improve an area and raise any issues of concern.

Community Action Team meetings are chaired by local Councillors, and attended by Council officers, the police and representatives of other organisations and local groups. It is planned to review the CAT's in 2015/16 to establish how the council can better engage with the public and improve on the current CAT system.



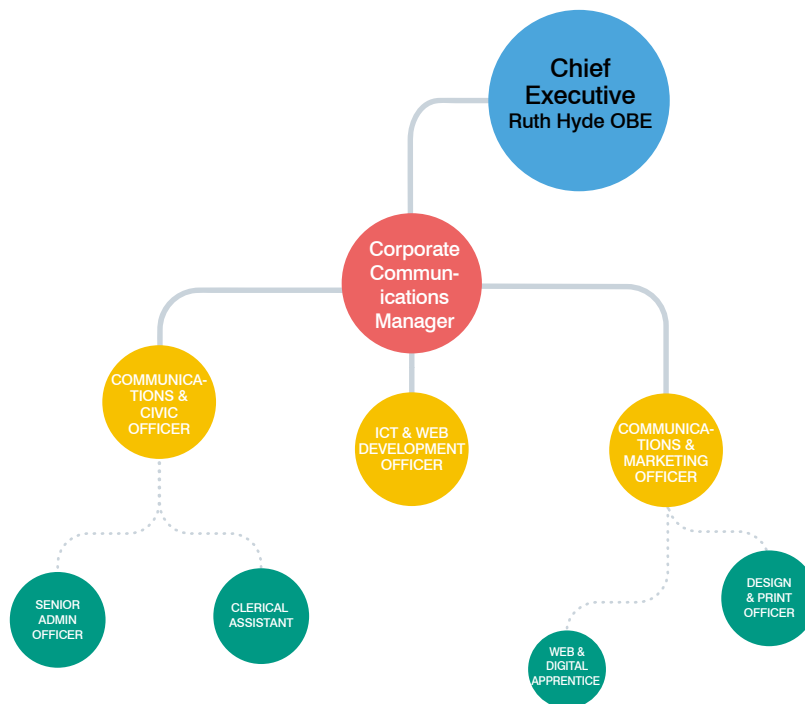
**Communication, consultation and engagement are integrated into every Service Delivery Plan and to support the service areas in delivering these plans.**

**An extensive catalogue of communications user guides/ toolkit is published on the intranet for all employees. This is backed by appropriate communications training and support from the communications team.**

# 5. Roles and responsibilities

Everyone in the authority has an important role to play in communicating the Council's vision and all employees within their own service area is responsible for promoting a strong, consistent and professional image that is wholly representative of the work they do for Broxtowe Borough Council.

It is the responsibility of the Communications Team to ensure that this is effective by providing support and guidance and working with all employees to ensure that a consistent message is communicated to all stakeholders.



The Corporate Communications Team is made up of 8 FT and PT employees and is led by the Communications Manager. All the team members have very specific roles providing different but interlinking disciplines covering media, marketing and communications, design & print, the Mayor's Office, web and digital services.

The Corporate Communications Team brings together all the relevant communications expertise under one manager.

The team is now cross-trained and in many cases, Officers are able to support the other team members on a variety of communications issues when required. This makes for a more efficient use of Officer time and ensures continuity on important corporate communications issues and for succession planning.

It also ensures a multi-media approach to communications is adopted by everyone and that we use all communications channels to improve customer interaction and the reputation of the Council.

This strategy is supported by a full set of guides and policies and dovetails into the Digital Strategy 2015. All communications, engagement and consultation user guides and policy documents are published separately and this strategy and the user guides are available on the intranet.

For more information or clarification contact Jackie Harwood on 0115 917 3743, email [jackie.harwood@broxtowe.gov.uk](mailto:jackie.harwood@broxtowe.gov.uk) or Sarah Yates on 0115 917 3825, email [sarah.yates@broxtowe.gov.uk](mailto:sarah.yates@broxtowe.gov.uk)

Appendix 1

# Action Plan

## COMMUNICATION, CONSULTATION AND ENGAGEMENT

### Objective 1

Keep residents well informed and promote and enhance the reputation of Broxtowe Borough Council and the Borough

Key Task	Responsible	Target date	Output	Targeted outcome	Status
Investigate and launch video clips other digital images to encourage better customer engagement	Design & Print/ Comms	Jan 2016	<ul style="list-style-type: none"> <li>• Provide a video clip service to enable videos to be uploaded to Broxtowe YouTube channel</li> <li>• Create video protocol, policy and guidance</li> </ul>	<ul style="list-style-type: none"> <li>• Utilise video clips to enhance and improve media communications overall.</li> <li>• Provide an additional tool for employees to deliver messages to all stakeholders.</li> <li>• Improve customer engagement as part of thinking digital programme.</li> </ul>	Work started
Annually review Broxtowe Matters	Comms	Nov 2015	<ul style="list-style-type: none"> <li>• Benchmark newsletter and review style, content, cost and distribution. Should we go digital?</li> <li>• Continue to raise advertising revenue to support production costs and look at more efficient ways to source advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure that those who wish to receive the newsletter receive it in a format and style they prefer and that the content enhances and promotes the Council's good reputation.</li> <li>• Enhance communications overall.</li> <li>• Ensures newsletter remains cost effective.</li> <li>• Promote the work of the Council and its partners.</li> </ul>	



Key Task	Responsible	Target date	Output	Targeted outcome	Status
Review Community Action Teams (CATs)	Communities	TBC	<ul style="list-style-type: none"> <li>Carry out a complete review of CATs and survey residents the future of these meetings</li> <li>Consider digital alternatives for CAT meetings.</li> <li>Work with Councillors to introduce better two-way communications with residents in order to encourage engagement</li> </ul>	<ul style="list-style-type: none"> <li>Increase the number of residents who regularly engage and consult across all areas</li> <li>Provide a working model for councillors to utilise to better engage with the community and inform the work of the Council</li> </ul>	
Website review following SOCITM recommendations 2015 and CMS contract end.	ICT & Web Officer	April 2016	<ul style="list-style-type: none"> <li>Carry out a complete review of CMS and options appraisal</li> <li>Provide action plan to introduce changes if required</li> <li>Ensure the plan incorporates accessibility &amp; channel shift &amp; Scrutiny Committee recommendations</li> </ul>	<ul style="list-style-type: none"> <li>Established CMS to be used from end of current contract in 2016</li> <li>Provide a website that is clear, accessible and transactional and meets the demands of the current market</li> <li>Reduce costs by increasing online transactions</li> <li>Improve communications with all stakeholders</li> <li>Increase channel shift/digital thinking</li> </ul>	Started and new action plan in place. Options appraisal on CMS started
<b>Objective 2</b> Apply a consistent and corporate approach to communications, consultation & engagement and ensure that these plans are integrated into service planning and delivery.					
Promote the Communications Strategy and all its guides to all employees and provide appropriate training	Comms	July 2015 onwards	Ensure that the new Communications Strategy is utilised by all service areas with appropriate training.	<ul style="list-style-type: none"> <li>Consistent approach to communications, engagement and consultation is adopted by all</li> <li>Save time and money</li> <li>Professional approach to instil trust and confidence in the public</li> </ul>	

Key Task	Responsible	Target date	Output	Targeted outcome	Status
Promote new print purchasing framework	Design & Print/Comms	July 2015 onwards	Deliver promotional campaign to update all employees on new Print Framework via: <ul style="list-style-type: none"> <li>• Intranet</li> <li>• SMT &amp; BEN &amp; MM</li> <li>• Email</li> <li>• Screen savers</li> </ul>	<ul style="list-style-type: none"> <li>• Ensure best value with regards to print and design purchasing across all service areas</li> <li>• Ensure new technology is included in the accessible documents to ensure widest public engagement</li> <li>• Consistency on all communication, consultation and engagement</li> </ul>	July 2015
<b>Objective 3</b> Provide clear, easily understood, timely and up to date information to all stakeholders whether it is spoken, written or electronic.					
Promote 'Thinking Digitally' as part of the Digital Strategy	Comms	Jan 2015	<ul style="list-style-type: none"> <li>• Workshops for employees</li> <li>• Include digital thinking in all communications activities</li> <li>• Increase the number of data sets on the website</li> </ul>	<ul style="list-style-type: none"> <li>• Achieve better understanding of communications policies and guidance and the role these play in improving customer satisfaction levels.</li> <li>• Better use of web and web-based tool to engage with customers</li> <li>• Provide an efficient and effective platform for customers to engage and transact with the council and encourage Channel Shift.</li> <li>• Increase on-line services</li> <li>• Reduce costs and improve customer satisfaction with service delivery</li> </ul>	On-going

Key Task	Responsible	Target date	Output	Targeted outcome	Status
<b>Objective 4</b>					
Clearly brand and promote the authority so that all material produced adheres to accepted corporate style and is easily and instantly identifiable with Broxtowe Borough Council.					
Review corporate style and promote its use internally	Comms	On-going	<ul style="list-style-type: none"> <li>Ensure all services are using the Corporate Style Guide</li> <li>Rationalise style guide to reflect new corporate structure 2015.</li> </ul>	<ul style="list-style-type: none"> <li>Consistent and recognisable 'face' of Broxtowe Council</li> <li>Save time and money</li> <li>Professional approach to instil trust and confidence</li> </ul>	Work started on new departmental structure charts
<b>Objective 5</b>					
Establish good communications with employees to create a group environment of trust and loyalty where they are valued and encouraged					
<b>Objective 6</b>					
Establish good communications with Councillors to support their work as elected representatives.					
Media training for key employees and Councillors post-election	Comms	June/Sept 2015	<ul style="list-style-type: none"> <li>Investigate and deliver media training to key employees</li> <li>Provide members with communication guidance</li> </ul>	<ul style="list-style-type: none"> <li>Achieve better understanding of media demands and changing landscape to for a better quality of media coverage</li> <li>Achieve a consistent of approach</li> </ul>	Two post-election workshops planned
Social Media workshops	Comms	Oct 2015	Workshops for employees on the best use of social media	<ul style="list-style-type: none"> <li>Improve customer satisfaction levels</li> <li>Improve coverage and quality of social media and improve engagement using these tools</li> </ul>	
Review intranet	ICT & Web Officer	Dec 2016	<ul style="list-style-type: none"> <li>Survey intranet users to establish areas for improvement</li> <li>Consult with Members on their pages</li> </ul>	Improve internal communications to employees and members.	Started

Key Task	Responsible	Target date	Output	Targeted outcome	Status
Annually review Members Matters	Comms	Nov 2015	<ul style="list-style-type: none"> <li>Survey members to seek views improvements to Members Matters</li> </ul>	<ul style="list-style-type: none"> <li>Ensure members are kept informed in a timely and appropriate manner</li> </ul>	
Review Broxtowe Employee News	Comms	Jan 2016	<ul style="list-style-type: none"> <li>Survey employees to review BEN and its value to employees</li> <li>Establish how employee's best prefer to be communicated with</li> </ul>	<ul style="list-style-type: none"> <li>Ensures Officers are kept informed in a timely and appropriate manner.</li> <li>Ensure the BEN is supported by other communications methods to keep employees fully informed</li> </ul>	
<b>Objective 7</b> Provide a clear corporate approach to marketing the Councils services that help define the plans to accomplish this					
Work with customer insight data to provide targeted communications plans	CX/Comms	Ongoing	<ul style="list-style-type: none"> <li>Work with insight data to provide creative communications plans that positively influence behaviour.</li> <li>Increase the number of data sets on the website</li> </ul>	<ul style="list-style-type: none"> <li>Better understanding of our customers</li> <li>Influence the customer journey</li> <li>Improve the way we engage and transact with customers</li> <li>increasing income to the council.</li> </ul>	Insight group started by CX
Publish all communications plans on the intranet and promote this approach to all services	Comms	August 2015 onwards	<ul style="list-style-type: none"> <li>Create and publish communications plans as required by services.</li> <li>Publicise the format, guidance and training</li> <li>Advise on 'Nudge' Techniques to improve customer uptake</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate the effectiveness of communications planning</li> <li>Provide a resource on communications planning for officers</li> <li>Improve understanding of communications planning and techniques to target market services</li> </ul>	

Key Task	Responsible	Target date	Output	Targeted outcome	Status
Promote social media templates for writing Facebook and Twitter messages	Comms	Oct 2015	<ul style="list-style-type: none"> <li>Publicise the use of social media templates to improve communications planning and production</li> <li>Provide training as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Faster more efficient use of social media in publicity.</li> <li>Improved engagement with stakeholders using social media channels.</li> </ul>	
Review Charity Committee	Civic Officer	Dec	Review and report on work of the Charity Committee and its impact on officer time and costs.	<ul style="list-style-type: none"> <li>Encourages more volunteers to support the charity events without incurring extra costs or utilising resources in the Civic Office.</li> <li>Enhance image of authority through first citizen activities</li> </ul>	
<b>Objective 8</b> Ensure that outcomes of engagement and consultation are used to inform policy and decision making					
<b>Objective 9</b> Ensure that consultation and engagement is transparent and that we keep our residents and stakeholders informed of progress					
Extend use of Survey Monkey and other consultation methods	Comms	Oct 2015	<ul style="list-style-type: none"> <li>Promote Survey Monkey internally for use for small localised consultations</li> <li>Deliver training as appropriate</li> </ul>	<ul style="list-style-type: none"> <li>Provide appropriate tools for consultation and survey work to reduced costs and save on resources</li> <li>Improved consultation and engagement with the stakeholders</li> </ul>	Started
Review and improve online consultation pages	Comms/ICT & Web officer	Dec 2015	Ensure consultation pages are being kept up to date and publicised appropriately	<ul style="list-style-type: none"> <li>Promote consultation work</li> <li>Demonstrate how we have listened</li> <li>Show the public that we do respond</li> </ul>	Started
Extend use of Social Media to improve consultation and engagement	Comms	July 2015 onwards	<ul style="list-style-type: none"> <li>Launch internal campaign to promote use of social media to engage with the community at large</li> <li>Consider the use of targeted advertising campaign on social media</li> </ul>	<ul style="list-style-type: none"> <li>Improve engagement with the public</li> <li>Enhance other media methods of communication to reach multiple audiences</li> <li>Enhance reputation of the Council</li> <li>Extend the audience</li> </ul>	Started but more work as part of digital by default programme

## Appendix 2

# COMMUNICATIONS, CONSULTATION & ENGAGEMENT TOOL KIT

# What's Available

All communications, engagement and consultation user guides and policy documents are published separately and this strategy and user guides are available on the intranet

## 1. CORPORATE COMMUNICATIONS

- 1.1 Responsibility for Communications Strategy
- 1.2 Guide for publicity and media relations
- 1.3 Press Release Protocol
- 1.4 Social Media
- 1.5 Thinking Digitally
- 1.6 Appendices
  - i. Corporate Communications Guide
  - ii. Code of Recommended Practice on Local Authority Publicity
  - iii. Press Release Template
  - iv. Communications Plan Template
  - v. Social Media Policy
  - vi. Acceptable Use of Social Media Policy - Public
  - vii. Social Media Programme Template
  - viii. Member Social Media Guide
  - ix. Social Media Guide
  - x. Social Media - How do I respond
  - xi. Use of Personal Image Guidance
  - xii. Using Personal Images Guide
  - xiii. Thinking Digitally
  - xiv. How to take a photograph

## 2. CIVIC OFFICE

- 2.1 Role of the Civic Office
- 2.2 Role of the Mayor
- 2.3 Mayor's Charity
- 2.4 Requesting a visit
- 2.5 Appendices
  - i. Mayoral Information Pack
  - ii. Civic Online Form – User Guide
  - iii. Mayor's Charity and Fundraising Committee Pack

## 3. WEB

- 3.1 The Web Team
- 3.2 Website
- 3.3 Further information
- 3.4 Appendices
  - i. Web Standards and Protocols
  - ii. Information Content Management System Guide

## 4. PRINT & DESIGN

- 4.1 Services
- 4.2 Corporate style guide
- 4.3 Procurement

## 4.4 Appendices


- i. Corporate Style Guide
- ii. Using The Reception TV Screens Guide

## 5. CONSULTATION

- 5.1 What is consultation?
- 5.2 Who should we be consulting?
- 5.3 Consultation methods
- 5.4 Adding a consultation to the website
- 5.5 Appendices
  - i. Survey Monkey Policy
  - ii. Consultations Guide



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## for more information

For more information on the 'Communications, Consultation and Engagement Strategy' please contact the Corporate Communications Manager on 0115 917 3743 or email [jackie.harwood@broxtowe.gov.uk](mailto:jackie.harwood@broxtowe.gov.uk)

Marketing & Communications Officer		0115 917 3825
ICT & Web Development Office		0115 917 3685
Design & Print Officer		0115 917 3253
Communications & Civic Office		0115 917 3210

**This document is available in large print upon request**

Broxtowe Borough Council  
**Corporate Communications**  
Town Hall, Foster Avenue,  
Beeston, Nottingham, NG9 1AB  
Tel: 0115 917 7777 or  
Fax: 0115 917 3030  
[www.broxtowe.gov.uk](http://www.broxtowe.gov.uk)



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