

Communications Strategy – Action Plan

Challenge 1: Improving the Profile of the Council

Action	Audience	Link to Corporate Objective	Lead	Target
Produce Rossendale Alive Newspaper 3 times a year to improve customer perception and build awareness of key issues	<ul style="list-style-type: none"> • Residents • Staff • Members • Partners • All others 	<ul style="list-style-type: none"> • Customers • Improvement 	Nick Molyneux	3 per year November March July
Continue to explore ways of maximising distribution of the Rossendale Alive Council Newspaper	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	Minimum verified distribution of 80% of the Borough's households
Produce an A-Z Guide to Services giving useful information about the council's services and how to access them	<ul style="list-style-type: none"> • Residents • Partners 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	September 2006
Develop a corporate display for the Council's attendance at public shows and events to improve the Council's image, increase involvement in community affairs and improve information provision to the public	<ul style="list-style-type: none"> • Residents • Partners 	<ul style="list-style-type: none"> • Customers • Improvement • Community network 	Communications Department	May 2006
Sponsorship of community events aimed at raising the Council's profile	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Customers • Improvement • Community Network 	Nick Molyneux Ilona Snow-Miller	Sponsor events attracting at least 10,000 people per annum by March 2007
Complete the Brand Audit and draw up an action plan	<ul style="list-style-type: none"> • Staff 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	October 2005
Complete work on the branding tool kit for use on the Staff Intranet	<ul style="list-style-type: none"> • Staff • Members 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	October 2005

Action	Audience	Link to Corporate Objective	Lead	Target
Publish a Corporate Identity manual and Style Guide and produce CD-ROM Toolkit	<ul style="list-style-type: none"> • Staff • Members • External contractors • Partners 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	November 2005
Distribute CD-ROM to partners	<ul style="list-style-type: none"> • Partners • External contractors 	<ul style="list-style-type: none"> • Customers • Improvement 	Gillian Hoyle	January 2005
Monitor all applications of the corporate identity to ensure it is applied consistently and accurately	<ul style="list-style-type: none"> • Residents • Staff • Members 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department/Heads of Service/Members	Ongoing
Procurement of branded goods	<ul style="list-style-type: none"> • Residents • Staff • Members 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department/Heads of Service/Members	January 2005
Ensure that written correspondence has a more consistent look by developing a business case for newtworked printers once the Council moves from Rawtenstall Town Hall	<ul style="list-style-type: none"> • Customers • Staff 	<ul style="list-style-type: none"> • Customers • Improvement 	George Graham	December 005
Investigate the potential savings that can be made on professionally printed materials by procuring print services through the East Lancashire ePartnership	<ul style="list-style-type: none"> • Customers • Staff 	<ul style="list-style-type: none"> • Finance & Risk Management • Procurement 	David Heyworth	March 2006
Undertake a Graphic Design Audit to establish a business case for future delivery of graphic design functions	<ul style="list-style-type: none"> • Customers 	<ul style="list-style-type: none"> • Improvement • Finance & Risk Management 	Nick Molyneux	October 2005
Introduce regular media briefings with key local media and Directors/Heads of Service	<ul style="list-style-type: none"> • Staff • Members • Media • Customers • 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	10 briefings by October 2006

Action	Audience	Link to Corporate Objective	Lead	Target
Provide a corporate media enquiries service for the whole authority	<ul style="list-style-type: none"> • Staff • Members • Media • Customers 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	Ongoing
Set up performance indicators for Media enquiries and coverage Procure Newsflash Computer System	<ul style="list-style-type: none"> • Employees • Members • SMT 	<ul style="list-style-type: none"> • Performance management • Customers • Improvement 	Communications Department	December 2005
Set targets for each service area to suggest press releases. Targets based on previous releases issued.	<ul style="list-style-type: none"> • Members • Staff • Media • Customers 	<ul style="list-style-type: none"> • Customer • Improvement 	Heads of Service	Targets agreed January 2006
Rolling programme of media training for members and officers	<ul style="list-style-type: none"> • Staff • Members • Media • Customers 	<ul style="list-style-type: none"> • Customer • Improvement 	Nick Molyneux	August 2006
Develop a media strategy for use in the event of a serious emergency	<ul style="list-style-type: none"> • Members • Media • Customers 	<ul style="list-style-type: none"> • Customers • Improvement 	Nick Molyneux	August 2006
Develop media guidelines for Members and Officers to promote awareness and understanding of media requirements and promote corporate standards and practice	<ul style="list-style-type: none"> • Staff • Members • Media 	<ul style="list-style-type: none"> • Customers • Improvement • Member Development 	Nick Molyneux	December 2005
Identify key contacts for the Council who can speak authoritatively on Council matters	<ul style="list-style-type: none"> • Media • Customers • Staff • Members 	<ul style="list-style-type: none"> • Customers • Improvement 	Gillian Hoyle	January 2006

Challenge 2: Improving Customer satisfaction

Action	Audience	Link to Corporate Objective	Lead	Target
Use a wide variety of methods to publicise the customer service standards e.g. Posters, team briefing, computer 'wallpaper'	<ul style="list-style-type: none"> • Staff 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	November 2005
Promote the Customer Services strategy and Complaints Form/Feedback form through a redesigned leaflet	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	January 2006
Direct mail shot and promotional literature regarding One Stop Shop	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	February 2005
Support at two high profile campaigns per customer focused service area to promote customer service improvements	<ul style="list-style-type: none"> • Residents 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department & Heads of Service	Jan 2007
Ensure the Council's web-site is constantly updated and contains information of interest to customers	<ul style="list-style-type: none"> • Residents • Partners • All other audiences 	<ul style="list-style-type: none"> • Customers • Improvement 	Usman Hamid & Nick Molyneux	16 e-campaigns per annum by October 2006
Promotional activity to publicise new website and e-enabled transactional services e.g. via other council outlets, offices, publications, advertising, campaigns, sponsorship and promotions.	<ul style="list-style-type: none"> • Residents • Partners • Staff • Members • All other audiences 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	20% more website visits by January 2007 (Baseline December 2005)
Audit 'On the Record' database to identify potential diversity issues that can be incorporated into training programmes	<ul style="list-style-type: none"> • Staff • Customers 	<ul style="list-style-type: none"> • Customers • Improvement • Equalities 	Elaine Newsome and Lauren Higginson	Dec 2005

Action	Audience	Link to Corporate Objective	Lead	Target
Develop a new section of the website	<ul style="list-style-type: none"> • Residents • Media • Partners • Staff • Members • All other audiences 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department/Web - champions	200 news items per annum by Nov 2006
Using established internal communication channels to cascade customer feedback and share consultation information so as to improve services	<ul style="list-style-type: none"> • Staff • Members 	<ul style="list-style-type: none"> • Customers • Improvement 	Communications Department	Ongoing

Challenge 3: Engaging With Communities

Action	Audience	Link to Corporate Objective	Lead	Target
Review communication activity following Overview and Scrutiny Young People's review	<ul style="list-style-type: none"> • Young People • Staff 	<ul style="list-style-type: none"> • Customers • Community Network 	Communications Department	March 2006
Update Consultation Strategy to include better targeting of 'hard to reach' groups	<ul style="list-style-type: none"> • Customers • Hard to reach groups 	<ul style="list-style-type: none"> • Customers • Community network • Improvement • Member development 	Tbc	Tbc
Review communications activity for 'hard to engage' groups following the autumn 2005 Feedb@ck survey	<ul style="list-style-type: none"> • Customers • Hard to Engage groups 	<ul style="list-style-type: none"> • Customers • Community network • Equalities 	Nick Molyneux	February 2006
Utilise innovative consultation techniques in Local Development Framework, Housing Market Renewal and Rawtenstall Masterplan	<ul style="list-style-type: none"> • Customers • Hard to reach groups • Members • Key decision makers 	<ul style="list-style-type: none"> • Economy • Rawtenstall Town Centre • Housing Market Renewal • Customers • Community Network 	Forward planning	On-going
Seek advice from groups representing people with disabilities in relation to DDA compliance for planning applications	<ul style="list-style-type: none"> • Hard to reach groups 	<ul style="list-style-type: none"> • Equalities • Customers • Community Network 	Development control	On-going
Co-ordinate all Consultation Activity	<ul style="list-style-type: none"> • Customers • Hard to engage groups • Decision makers 	<ul style="list-style-type: none"> • Customers • Equalities • Community Network 	Tbc	On-going
Your Councillor leaflet distributed to Rossendale residents	<ul style="list-style-type: none"> • Customers 	<ul style="list-style-type: none"> • Member development • Customers 	Julian Joinson	Tbc
Co-ordinate and review Members Surgery adverts considering adding messages about the community leadership role of Members and advertising Members as providing a route to customer service within the Council.	<ul style="list-style-type: none"> • Customers • Staff 	<ul style="list-style-type: none"> • Customers • Improvement • Member development 	Nick Molyneux and Members Secretary	February 2006

Challenge 4: Promoting A Positive Image of Rossendale

Action	Audience	Link to Corporate Objective	Lead	Timescale
Establish and maintain good relations with those who can help promote Rossendale, the council and its work.	3.2 Customers 3.2 Partners 3 Key Influencers	- Community Network - Culture - Customers - Partnerships	Ilona Snow Miller, Members, Directors and Heads of Service	on-going
Publicise the Tourism Action Plan to the media and key decision makers	<ul style="list-style-type: none"> • Media • Partners • Key Influencers 	- Culture - Community Network	Nick Molyneux & Ilona Snow Miller	March 2006
Provide Communications Support to projects, initiatives and events that will promote a good image of Rossendale	<ul style="list-style-type: none"> • Customers • Visitors • Media 	- Community Network	Communications Department	10 projects per annum by December 2006
Work with the LSP to publicise progress on the implementation of the Community Strategy	<ul style="list-style-type: none"> • Customers • Media 	- Partnerships - Community Network	Nick Molyneux & Ilona Snow Miller	Sept 2006
Oversee a successful implementation of the Rossendale Alive branding	All audiences	- Customers - Improvement	Communications Department	on-going
Encourage the local media to promote the borough	<ul style="list-style-type: none"> • Media • Customers 	<ul style="list-style-type: none"> • All 	Nick Molyneux	5% reduction in negative media by Dec 2006
Use existing internal and external communication channels to manage expectations and focus on priorities	Primarily - Customers - Staff - Members - Media - External influencers and decision makers	- Customers - Improvement - Others depending on the context	Communications Department and Heads of Service	On-going
Proactive media management	- Customers - Media - External influencers and decision makers	- Customers - Improvement	Nick Molyneux	On-going
Provide an enhanced Tourist Information Service	- Visitors	- Culture	Communications Department and Heads of Service	On-going

Challenge 5: Engaging With Staff

Action	Audience	Link to Corporate Objective	Lead	Timescale
Introduction of Team Briefing to the organisation to ensure consistent messages are cascaded throughout the Authority and to promote the concept of employees as ambassadors for the Council.	- Staff	- Human Resources - Improvement	Nick Molyneux	Completed
Re-launch the Staff Suggestion scheme	- Staff	- Human Resources - Improvement	Gillian Hoyle	Feb 2006
Induction programme and Staff Training	- Staff	- Human Resources - Improvement	Human Resources	On-going
Staff Survey	- Staff	- Human Resources	Human Resources	Jan 2006
Staff Report – staff reporting on how the organisation is improving and the contribution of staff	- Staff	- Human Resources - Improvement	Co-ordinated by Gillian Hoyle	On-going
Work towards a fully integrated Intranet system to improve and streamline internal communication processes	- Staff	- Human Resources - Improvement	Usman Hamid	April 2006
Staff Recognition and Rewards Scheme All staff nominate the people who they feel have made contribution to the organisation	- Staff	- Human Resources - Improvement	Gillian Hoyle	Dec 2005
Continue to facilitate the Staff Morale Working Group and other ad-hoc project groups e.g. Accommodation Working Group	- Staff	- Human Resources - Improvement	Owen Williams & Liz Murphy	On-going
Continue to support the work of the Staff Social Group	- Staff	- Human Resources - Improvement	Claire Birtwistle & Gillian Hoyle	On-going
Update and refresh staff notice boards monthly	- Staff	- Human Resources - Improvement	Gillian Hoyle	On-going
Corporate Briefings e.g. Accommodation, customer service standards	- Staff	- Human Resources - Improvement	Owen Williams and Heads of Service	On-going