

Year one actions		Complete
Action	Progress	Complete
<p>Lead on communications and design to deliver the Transform Tewkesbury Borough work programme.</p>	<p>This is an ongoing action, which is proving to be successful.</p> <p>The Peer Review team concluded that staff fully understand the Transform Tewkesbury Borough work programme, and what it means for the council, and the communications and graphics team has been integral to this.</p> <p>Examples of communications support work include:</p> <ul style="list-style-type: none"> • Designing the Transform Tewkesbury Borough branding • Producing regular Transform Tewkesbury Borough e-newsletters to all staff. • Providing communications support on the individual elements of the programme such as the new leisure centre and the transfer of Ubico. • Securing positive publicity for Transform Tewkesbury Borough projects. • Supporting staff events. 	<p>Ongoing</p>
<p>Deliver annual internal communications staff survey every other year: November 2014.</p>	<p>A staff survey was completed in November 2014. The results indicate that overall staff are very satisfied with the way the council communicates with them. Nearly 90 per cent of staff read the council's monthly internal newsletter News4U and were complimentary about how it is delivered.</p> <p>Like in 2012, the results showed that some staff still don't have the opportunity to have team meetings with their teams and managers. This has been raised with the Corporate Leadership Team to resolve.</p> <p>Another outcome to note is that there were a large number of comments on the intranet. The current intranet is out of date and difficult to navigate. This has been raised with the IT team, and the ICT manager will work with the communications team leader to pull together a plan to replace the current intranet.</p> <p>A full report of the survey's outcomes is attached at Appendix 3.</p>	<p>Complete</p>
<p>Review News4U.</p>	<p>In 2013, we introduced a new format for News4U, which is the council's internal newsletter for staff. The new format is based online using Wordpress, and it is now much easier for the communications team to upload news stories, and it also introduced a function which allows staff to comment on individual stories.</p>	<p>Complete</p>

Appendix 2

Year one actions	
Action	Progress
	Complete
	<p>The review was carried out and 74 per cent of staff prefer the new format. Comments included:</p> <ul style="list-style-type: none"> • It is just easier to read and more like a newsletter so find it better. • Personally I much prefer the new online web format. <p>One comment was not supportive:</p> <ul style="list-style-type: none"> • At least with the old pdf version you knew how long the document was, it had a better structure and list of contents. The new version you scroll through and it just seems endless.
<p>Review the current intranet and make recommendations about its replacement, based on what staff want.</p>	<p>The 2014 internal communications survey asked staff what they would like as part of a new intranet, and 45 suggestions were made.</p> <p>In addition, the communications team leader has asked a pool of councils for examples of their intranets to get an idea of how others use theirs.</p> <p>The staff suggestions and other examples are currently being reviewed by the E-comms group and the intention is to pull together a proposal for a new intranet for the Corporate Leadership Team.</p> <p style="text-align: right;">Ongoing</p>
<p>Review internal communications, including introducing a universal powerpoint template and redesigning key internal posters.</p>	<p>Following an informal review of our key internal posters and how staff use Powerpoint for presentations, our graphics team has:</p> <ul style="list-style-type: none"> • Redesigned all posters so they are designed in line with the council's branding guidelines and are more effective at conveying messages. Staff also now know to inform the communications team when they need a poster designed. • Introduced a new corporate Powerpoint template, which is now used by staff across the council. This helps to promote the council brand and ensure consistency. <p style="text-align: right;">Complete</p>

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<p>Undertake a baseline assessment of communications and graphics to explore opportunities for shared working.</p>	<p>A baseline assessment was completed and submitted to the Corporate Leadership Team.</p> <p>The opportunities for shared working have not yet been explored as the team is currently under review as part of the Chief Executive Unit's restructure.</p>	<p>Partly Complete</p>
<p>Review with a view to reduce corporate spend with external design agencies.</p>	<p>The senior graphics officer contacted managers to ask that all design work comes to the graphics team in the first instance rather than to external designers.</p> <p>Examples of work now carried out by the designers, which previously would have been completed by external agencies include:</p> <ul style="list-style-type: none"> - Recycling leaflets - Parking signage - Benefits leaflets - One Legal branding <p>Where possible, the corporate spend on external design agencies has therefore been reduced.</p>	<p>Complete and ongoing</p>
<p>Promote council achievements in the local government arena, such as the Municipal Journal.</p>	<p>The Municipal Journal and other government publicity outlets now receive all council press releases. There now needs to be a focus on following this up and encouraging them to run our stories. The council is also featured in the Local Government Association's CommsNet 'best practice' web-page. Examples include:</p> <ul style="list-style-type: none"> -Flooding response -Social media <p>In addition, the communications team is, where possible, providing support for award submissions. We recently received a Certificate of Excellence from the Improvement and Efficiency Awards 2015 for our Public Services Centre.</p>	<p>Ongoing</p>

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<p>Support the Strategic Locality Partnership to communicate their objectives, messages and events.</p>	<p>The communications team has provided a range of support to the Strategic Locality Partnership, including:</p> <ul style="list-style-type: none"> • Creating a Public Services Centre distribution email list so all relevant communications can be emailed to all partners. • Helping to coordinate and design branding for Nibblets sessions. <p>This support will continue.</p>
<p>Provide communications support for the delivery of the new leisure centre.</p>	<p>The communications team has produced a communications plan and a community engagement plan for the delivery of the new leisure centre.</p> <p>So far, there has been a range of positive coverage in the local media and trade media about the centre. There is also a lot of hype about the new centre on the council's social media accounts.</p> <p>In addition, the team produces a weekly e-newsletter update for Public Services Centre staff and councillors, and our designers put together the Willmott Dixon newsletter for residents.</p>
<p>Work with the Community Development team to improve communications with the borough's hard-to-reach groups. For example, look to introduce a regular young people's column in Tewkesbury Borough News.</p>	<p>This is an action which requires a bit more focus from the communications team.</p> <p>A young people's column has been introduced in Tewkesbury Borough News, and informal feedback has so far been positive.</p> <p>However, this is all that has been achieved for hard-to-reach groups and this action will continue over to Year 2.</p>
<p>Provide communications support for a range of development control and planning policy areas, including the team leader's role as main media contact for the Joint Core Strategy.</p>	<p>The communications team leader continues in her role as the main media contact for the Joint Core Strategy.</p> <p>This has included responding putting stories in News4U, Parish Matters, and Tewkesbury Borough News, as well as responding to media enquiries and producing press releases.</p> <p>In addition, the team leader has provided support in helping to ensure the executive summary of the JCS is in plain English.</p>

Appendix 2

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Support the council's Customer Services Strategy to promote channel shift and digital ways of communicating.	This action has not yet been achieved as we don't have a Customer Services Strategy in place yet. However, in the meantime the communications team has helped to promote those services which are available online, such as garden waste, bulky waste and council tax.	Ongoing
Create a database of town and parish council contacts for noticeboards and newsletters.	This database has been created and all press releases are sent to the contacts.	Complete