Appendix 2

Year two actions		
Action	**Progress**	**Complete**
Lead on communications and design to deliver the Transform Tewkesbury Borough work programme.	There is ongoing work to support delivery of projects within the transform programme. For example: • Providing communications support on the individual elements of the programme such as the new leisure centre and the transfer of Ubico. • Media releases on Spring Gardens / Oldbury Road redevelopment – communications officer is part of the internal project team. • New council plan • Continued support will be given to the transform programme, for example, the redevelopment of the council's website will have significant input from the communications and graphics team.	Yes – and will continue into Year 3.
Arrange media training for Executive Committee, group and operational managers and other key staff.	Media training was offered to all members and training was provided on 4 November 2015. Training now needs to be rolled out to relevant staff – to be carried out by the end of the calendar year.	Partially complete
Review the current intranet and make recommendations about its replacement, based on what staff want.	This was an ongoing action from Year 1 and is now complete. A new intranet was launched in Autumn 2015. The e-comms group were instrumental in its implementation.	Complete.
Redesign the council's key internal posters to bring them in line with the council's Written Style and Branding Guide.	All internal posters are now designed by our in-house designer. This has helped to ensure corporate messages are professional, eye-catching and presented consistently. Graphics work is also extended beyond internal posters to work such as: job adverts; tourist leaflets eg heritage alleyways; corporate reports eg O&S annual report; internal newsletters eg lead member newsletter; parish matters; ad hoc marketing eg Chinese delegation visit and service related requests eg LEADER scheme promotion and digital graphics for the web, social media and the intranet.	Complete – and will continue into Year 3.
Carry out a review with members about internal and corporate communications.	This piece of work has now been scheduled for the summer of 2016. The purpose is to find out what members think about the current corporate communications offered to them, including member updates, the intranet, the website and press release updates.	Not yet implemented – will be completed by September 2016

Year two actions

Action	Progress	Complete
Explore the possibility of providing an external graphic design service – for example to town and parish councils or local organisations.	Following a corporate services restructure, the council reduced its graphic design team from two full time officers to one full time officer. In addition, since moving into the corporate services team, our design service now supports a much wider range of services across the council. As a result, the workload on the graphic designer has increased and the possibility of providing an external design service at this stage is not possible.	Complete
Promote council achievements in the local government arena, such as the Municipal Journal.	The Municipal Journal and other government publicity outlets 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, for example in relation to flooding response. In addition, the communications team is, where possible, providing support for award submissions, for example, Municipal Journal Best Council Award and IRRV Best Team awards for revenues and benefits. The council's public service centre concept has also received recognition within LGA communications.	Complete – and will continue into Year 3.
Investigate the use of info-graphics to help visually communicate complicated messages.	This is yet to be undertaken and will be taken forward during 2016/17.	Not yet implemented.
Support the Strategic Locality Partnership to communicate their objectives, messages and events.	The Communications and Policy Manager supports the partnership on any messages or communications they wish to convey. For example, the staff 'Nibblets' sessions are promoted by the Comms Team on behalf of the partners. The partnership are also looking at potential reception improvements, if these come to fruition, this will require a communication plan.	Complete – and will continue into Year 3.
Support the production of a resident's survey every two years from 2013.	The last resident's survey was undertaken in the summer of 2013. A survey was not undertaken in 2015 as initially programmed. The most effective way to carry this out needs to be considered including the potential to use the new website and self service module to capture on going feedback. This has been carried forward as an action within the corporate services team 2016/17 service plan and will be complete by the end of the calendar year. Citizens' panel.	Not yet implemented.
Review parish matters.	Although we have not received any negative feedback about Parish Matters, we are keen to keep improving our communication with Parish Councils. In the Spring 2016 edition, we will be asking for feedback on the borough council's communication with parishes and if there are any areas for improvement. This will be formally followed up as well. All parish councils receive copies of the borough council's press releases.	Not yet implemented.

Year two actions		
Action	**Progress**	**Complete**
Work with the Community Development team to improve communications with the borough's hard- to-reach groups.	We use a variety of communication channels to reach a variety of key audiences and advise officers on the best channel to target a particular group. We are supporting the financial inclusion partnership with communications issues and advice. Supporting community groups that work with hard to reach groups e.g. funding and working with Tewkesbury VIPs (Visually Impaired People), Fairshares for craft sessions for socially isolated, Young Carers volunteers, Winchcombe Memory Cafe	Yes and will continue into Year 3.
Provide communications support for the delivery of the new leisure centre.	Extensive internal and external communications have supported this project. The centre has been formally handed over to the management contractor, Places for People. Where necessary, communications will continue but overall the communications plan for the project has been delivered.	Complete
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.	The council's communications team continues to be the main media contact for the Joint Core Strategy. 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.	Yes and will continue into Year 3.
Support the council's Customer Care Strategy to promote channel shift and digital ways of communicating.	The communication team has plans in place to promote the recently approved Customer Care Strategy and Customer Care Standards, this includes promotion in News4U, Tewkesbury Borough News, posters in our public reception areas and online.	Yes and will continue into Year 3
Continue to lead on corporate social media accounts and research the best channels for the council to use.	This is a continuous action across the lifespan of the strategy. The use of twitter and facebook has continued extensively during the course of the year. There are now 2312 followers on Twitter and on Facebook there are 812 likes - with one Facebook post about the new leisure centre reaching 12,000 members of the public in one hit. An outstanding action from 2015/16 is to implement a social media software management tool to enable accounts to be managed more effectively and securely.	Yes and will continue into Year 3
Create a database of town and parish council contacts for noticeboards and newsletters.	This database has been created.	Complete