

Year three actions		
Action	Progress	Complete
Lead on communications and design to deliver the Transform Tewkesbury Borough work programme.	<p>The final year of the communications strategy has supported the delivery of a range of projects within the Transform programme. For example:</p> <ul style="list-style-type: none"> Promoting the new website in the local press and national trade press. Internal and external communications for the office refurbishment project - the communications and policy manager is part of the internal project team. Promotion of the new waste and recycling vehicle fleet via press releases and through Tewkesbury Borough News. 	Yes
Carry out a review with members about internal and corporate communications.	<p>This piece of work was completed in the summer of 2016. The purpose was 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.</p> <p>The feedback from members was positive. Following the review, an Overview and Scrutiny Working Group has been set up to review Tewkesbury Borough News.</p>	Yes
Promote council achievements in the local government arena, such as the Municipal Journal.	<p>The Municipal Journal and other government publicity outlets receive all council press releases. The council is also featured in the Local Government Association's CommsNet 'best practice' web-page, for example in relation to flooding response.</p> <p>In addition, the communications team is, where possible, providing support for award submissions, for example the for rthe new website. The council's public service centre concept has also received recognition within LGA communications. In addition, the new website has received recognition nationally in the local government arena, both online and in hard copy.</p>	Yes
Investigate the use of info-graphics to help visually communicate complicated messages.	<p>This is yet to be undertaken and will be brought forward to the new strategy action plan. It is anticipated info-graphics will be used on social media to promote the council's day-to-day achievements, for example – the number of bins emptied per week/the number of enviro-crimes responded to per week etc.</p>	No

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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. In addition, the staff 'Nibblets' sessions are promoted by the Communications team on behalf of the partners.	Yes
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 2017 edition, have asked 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.	Yes
Support the production of a residents' satisfaction 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 will be captured in the 2017 Customer Care Strategy action plan.	No
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. 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
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
Support the council's Customer Care Strategy to promote channel shift and digital ways of communicating.	The Communication team continues to promote the 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

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Action	Progress	Complete
Continue to lead on corporate social media accounts and research the best channels for the council to use.	This was an ongoing 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 2595 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