

Communications strategy action plan update 2018/19

Recommendation / Action	Responsible Officer	Target Date	Status	Progress to date
Support the Digital Strategy to promote digital ways of communicating.	Corporate Services Manager	Ongoing with needs of digital project	✓	<p>Social media and website news management has become business as usual and our residents expect up to communicate this way.</p> <p>Our residents' magazine Tewkesbury Borough News is now available online in an easy access PDF.</p> <p>Press releases are sent out digitally (using Mailchimp) to monitor click through rates and to comply with GDPR.</p> <p>A review of the intranet is also ongoing.</p>
Provide training in media and social media for Councillors and managers.	Corporate Services Manager	June 2018	✓	<p>Social media training was offered to Councillors and managers on an informal, one-to-one basis with the comms team; however, there was very little take-up.</p> <p>A full training plan for media relations and social media is now being worked up for officers and the new Council administration and it is anticipated this will take place in September 2019.</p>
Review the social media element of the Council's media protocol to ensure it is fit for purpose.	Corporate Services Manager	September 2018	✓	<p>Our media protocol has been reviewed and ensures we have an agreed understanding of how we deal with media enquiries, statements and interviews, as well as social media.</p>

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Issue a minimum of one press release every week.	Communications Officer	Ongoing	✓	From April 2018 to April 2019, the Council issued 48 press releases. The sporadic nature of communications means that issuing one press release a week is often not possible. Some weeks there are no press releases to issue, but other weeks, there are numerous.
Carry out a review of internal communications to incorporate any improvements as a result of the Office 365 implementation.	Corporate Services Manager	Dec 2018	☹	Phase one of Office 365 has been rolled out and the communications team is ready to support the roll out of phase two, which is anticipated to start in mid-September.
Review the ways in which we can make our intranet a one stop shop for staff.	Corporate Services Manager	January 2019	☹	A full review of our intranet is currently taking place, with the aim of a new intranet being introduced by December 2019. The new intranet will be an easy-to-navigate resource for Council news and information and will include a dedicated Members' section too.

Appendix 1

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Increase video output.	Corporate Services Manager	January 2019	✓	<p>We have produced a number of short video clips to promote key messages and news, including the Growth Hub, business grants, the elections and a funding fair.</p> <p>In a first for the Council, the Communications Officer is working with the Environmental Health Team to commission some animated clips to help promote the Council's Public Space Protection order. We expect this to be complete by August 2019.</p>
Promote council achievements in the local government arena, such as the Municipal Journal.	Corporate Services Manager	March 2019	☹	<p>A Growth Hub article was submitted and published in the Municipal Journal – a national, renowned publication in the local authority sector. The Council also got significant online and social media coverage from APSE (Association for Public Service Excellence) for the Growth Hub project. We would like to push for more coverage in the local government arena, and this will be reflected in next year's action plan.</p>
Interactive comms calendar.	Corporate Services Manager	March 2019	✓	<p>Detailing national events, in-house activities, project milestones. Open to Operational Managers with the view of capturing more opportunities for the Communications Team to promote the brand and celebrate good news.</p>

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Formulate a new approach for Parish Matters.	Corporate Services Manager	Sept 2019	✓	Parish Matters will change its format to an email mail-shot, rather than a PDF. This will speed up the design element and means we can send the publication out as and when we need to rather than the current more rigid quarterly editions.
Lead on communications for the Joint Core Strategy team.	Communications Officer	Ongoing throughout strategy	Ongoing	The Communications Officer helps to ensure consistent and accurate information in simple language is provided about the progress of the JCS. The aim being to highlight and bring JCS news to the attention of interested parties and members of the public. A lot of work was done recently, particularly on social media to engage key audiences in consultations. Meetings have also taken place with Cheltenham Borough Council to plan communications around the West and North West Cheltenham site.
Promote the Council Plan annual refreshes – both internally and externally.	Corporate Services Manager	April/May 2019	✓	Publication of the refreshed Council Plan fell at the same time as the pre-election period for the local elections so pro-active public communication was limited; however, the new document was published on the website and internally through News4U.

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Continue to develop our communications through social media.	Corporate Services Manager	Ongoing	✓	<p>The Communications Officer and the Corporate Services Officer have attended two courses on social media engagement. They are actively implementing their learnings and attempting to engage more with residents on social media.</p> <p>Followers on Facebook have increased by a third over the past year, rising from 1,500 to 2,000. We have also gained over 200 new followers on Twitter in the past year.</p>
Promote the joint work carried out through the Public Service Centre.	Corporate Services Manager	Ongoing	✓	<p>The launch of the Growth Hub provided a great platform on which to do this – the joint work of the public services centre was mentioned in all press releases regarding the Growth Hub's launch, which got significant coverage.</p>
Complete a review of the new look Tewkesbury Borough Magazine.	Communications Officer	March 2019	✓	<p>A review of the new-look Tewkesbury Borough News magazine with our Citizens' Panel revealed that residents are pleased with the new format, and enjoy the content, which can now include more in-depth interviews and a focus on different areas of the borough.</p>

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Staff briefings; a more strategic approach.	Corporate Services Manager	March 2019	✓	Staff briefings are held on a regular basis and are very well attended – the dates are now sent to each member of staff's online calendar, which has made a difference. Topics have included both strategic issues (such as finance and commercialisation) as well as service-specific (such as an update on the revenues and benefits improvement journey).
Minimum four social media posts per week (Facebook and Twitter).	Communications Officer	Ongoing	✓	The Communications Team is posting regularly on social media and has surpassed the target of four posts a week. We have also recently launched an Instagram account, which is already proving successful.
Consolidate Council photo library.	Communications Officer	Dec 2018	☹	Photo storage for promotional use is held in a number of departments and does not make the best use of this resource. Due to other commitments, we haven't been able to investigate this further but it will remain an action for the next communications strategy.

STATUS KEY

😊	Action is progressing well and on target to achieve completion date/within agreed budget (if applicable) etc.
😐	Action has some issues or delays but is likely to achieve completion date/within agreed budget (if applicable) etc.
😞	Significant risk to not achieving the action or there has been significant slippage in the timetable.
✓	Action is complete.
	Action not yet commenced. (may not yet be programmed for action)