

Communications action plan			
Focus area	Update on 2020/21 actions	Status	2021 actions
	<p>Continue to develop our communications through social media</p> <p>Social media has proved crucial in the response to the pandemic, due to the reactive, changing nature of government policy. The council's following has grown over all social media channels and interaction/engagement is also up.</p>		
Training	<p>Provide social media training for councillors Social media training was provided for councillors at the beginning of this year by Darren at Comms2point0. The feedback was really positive, and we would happily hold another session, subject to interest and budget. The communications team will look to establish views on this over the coming months.</p> <p>Promote our media protocol to staff and councillors The media protocol was approved at Executive Committee in February 2020, and issued to members and staff.</p>	 	<p>Deliver social media training for all councillors.</p> <p>Deliver media training for lead members, heads of service and the corporate leadership team.</p> <p>Raise the profile of communications and the importance of effective communications via Staff Briefing session.</p>
Communicating achievements	<p>Promote council achievements in the local government arena, such as the Municipal Journal Our new digital platform was promoted across a range of local government media including MJ and LGC.</p>		<p>Introduce a new way of promoting staff achievements in News4U.</p> <p>Promote council achievements in local government and service-specific publications.</p>
Internal communications	<p>Promote the Council Plan annual refreshes – both internally and externally. The Council Plan was adopted in February 2020, and this was supported by a range of communications – both internally and externally. This included updates through the intranet, via</p>		<p>Promote the year 1 refresh of the Council Plan and recovery plan.</p> <p>Carry out a review of internal communications</p>

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	<p>posters, Staff Briefings, press releases and social media. Engagement also took place through our Citizens' Panel.</p> <p>GDPR compliant photo storage A photo policy has been developed, and identifying the most appropriate and safe way to store corporate photos is an action on the council's GDPR workplan.</p> <p>Carry out a review of internal communications Due to pressures from the coronavirus pandemic, this action has not been completed yet. The communications team will aim to carry out a full review in early 2021.</p> <p>Carry out a review of internal communications that can be improved by Office 365 applications The communications team has supported the roll out of Office 365, through intranet updates, and the development of a communications best practice leaflet for staff. The council's staff newsletter – News4U is now published using Sharepoint and staff briefings are recorded and shared on Microsoft Stream.</p> <p>However, a full review of the impact of Office 365 applications on corporate communications will be carried out as part of the overall internal communications review.</p>	<p></p> <p></p> <p></p>	<p>Participate and support the council's culture and communications working group.</p> <p>Work with IT to ensure the intranet can pop up on staff's computer when they log in to work while working from home.</p> <p>Support the GDPR officer through delivery of GDPR communications plan</p>
Communicating with partners	<p>Continue to lead on communications for the Joint Core Strategy team The communications team continues to lead on the JCS communications, and will also be providing support for a review of the JCS website over the coming months. Updates, when appropriate, have been provided through press releases, social media, website and Tewkesbury Borough News.</p>	<p></p>	<p>Continue to support Gloucestershire County Council and other public sector partners with pandemic communication.</p> <p>Continue to lead on the communications for the Joint Core Strategy team</p> <p>Lead on the communications for a new bridge over road at Ashchurch</p>

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	<p>Deliver regular communications to town and parish councils. The regularity of Parish Matters was impacted by the pandemic, but this did not mean that communication with parishes declined. In fact, it increased with the introduction of the weekly Members' Bulletin.</p> <p>A new format for Parish Matters was established prior to the pandemic which offered parish councils updates with links to supporting and more detailed information.</p>		<p>Support the growth hub with their external communications</p> <p>Re-introduce the new format for Parish Matters.</p>
Graphic design	<p>This is a new specific graphic design section for 2020/21. Our graphic design post sits closely with the communications team – with the overarching aim of improving and protecting our reputation, promoting and marketing our council services and supporting the production of corporate strategies and policies.</p>		<p>Support the communications team to deliver successful social media posts through engaging design.</p> <p>Continue to provide graphic design support across the internal covid-19 cells – both for response and recovery.</p> <p>Provide support to the council's 'digital first' approach through providing design and branding concepts for new online services.</p> <p>Support the production of corporate strategies, policies and reports across the council. Including the new council plan and recovery plan.</p> <p>Provide design services to a range of functions across the council to help promote new initiatives, provide information to residents or staff and to market the borough as an excellent place to live, work and do business.</p>