

Appendix 2 - Communications Strategy action plan 2022/23

Key: 😊- Action achieved, 😐- Action started by not achieved, 😞- Action not yet started.

Focus area	Update on 2021/22 actions	Status	2022/23 actions
Proactive communications	<p>Support the reopening of high street businesses following lockdown 2.0 using messaging and material created by digital marketing agency V8.</p> <p>This campaign has been extended following support from the government's Welcome Back Fund. V8 are providing social media content – including videos – for us to use.</p>	😊	<ul style="list-style-type: none"> • Re-establish regular meetings with key services to ensure regular proactive stories are promoted. • Investigate options for delivery and print of Tewkesbury Borough News, to improve the circulation of the magazine. • Provide communications support for the garden communities. • To support an improved approach to proactive communications, identify five key communications campaigns for 2022/23 – approval by senior management team.
	<p>Deliver communications across all media channels to support the Covid-19 pandemic national messages and internal cell messages.</p> <p>Our communications has included issuing more than 1000 social media posts – including video content - , website updates, press releases and digital radio and Spotify adverts communicated national and local messages to residents.</p> <p>The team also sent out over 100 weekly covid updates to members and parish councils since the pandemic began.</p>	😊	
	<p>Provide communications support for the garden communities.</p> <p>A Garden Communities Communications Officer has been recruited and is providing dedicated comms support to the team. Work is taking place now to introduce regular communications on the project to stakeholders, including members, staff and the public.</p>	😊	
	<p>Investigate options for delivery and print of Tewkesbury Borough News to reduce the increasing costs.</p>	😐	

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	Work has started on this, and we are currently obtaining quotes from Royal Mail's Door-to-Door service. Market research has revealed that other councils who produce council magazines use the Royal Mail service. 100% coverage will never be an option, however the current issues – particularly around Highnam – must be addressed, and that is proving to be very challenging with the current distributors.		
Digital communications	Promote the work of the Business Transformation Team (BTT) to ensure its profile is raised, and the council is recognised for its forward-thinking approach to digital. The BTT's progress, achievements and award wins have been promoted internally and externally – with the team gaining national recognition for its work.	😊	<ul style="list-style-type: none"> Review and learn from best practice on social media to increase effective communications through these channels. Input to the corporate website review to ensure the council's news is effectively presented online. Work with the council's carbon reduction officer to raise the profile of the CN2030 Carbon Reduction Programme – both externally and internally.
	Develop a video to promote the council as a fantastic organisation to work for – and look to link this in with a tourism video about Tewkesbury Borough generally. Local photographer and videographer Jack Boskett has delivered a series of recruitment videos promoting the many benefits of working for the council. These will be available on our recruitment website in the coming weeks.	😊	
	Further increase our audience through engaging communications on our social media channels Our social media audience continues to grow, current figures are: Twitter: 4000 followers	😊	

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	Facebook: 4000 likes and 4890 followers Instagram: 935 followers		
Training	Deliver social media training for all councillors. Communications team delivered an in-depth social media training to the leader of the council, and all members were invited to a social media training session led by an external provider.	😊	<ul style="list-style-type: none"> Deliver social media training for all councillors. Deliver media training for lead members, heads of service and the corporate leadership team. Raise the profile of communications and the importance of effective communications via Staff Briefing session.
	Deliver media training for lead members, heads of service and the corporate leadership team. Work is currently underway to identify an effective media trainer for lead members, corporate leadership team and heads of service – and this action will be carried across to next year.	☹️	
	Raise the profile of communications and the importance of effective communications via Staff Briefing session. Due to resource constraints, this action has not been completed but will be carried across to next year.	☹️	
Communicating achievements	Introduce a new way of promoting staff achievements in News4U. Staff achievements are regularly promoted in News4U, and operational managers are encouraged to submit success stories each month.	😊	<ul style="list-style-type: none"> Promote council achievements in local government and service-specific publications.
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	With the focus being on the council's pandemic response and recovery, this action has not been delivered. It will be carried across to 2022.		
Internal communications	<p>Promote refresh of Council Plan. The Council Plan refresh was promoted to staff via Staff Briefing, News4U and the intranet, and there was also wider communications delivered to the public online.</p>	😊	<ul style="list-style-type: none"> • Promote the annual refresh of Council Plan. • Support the first-floor refurbishment project. • Review the effectiveness of the council's intranet. • Support the GDPR officer through delivery of GDPR communications plan.
	<p>Carry out a review of internal communications. An internal comms survey was conducted and received a healthy response. It revealed the intranet was the preferred internal comms channel, closely followed by News4U. The feedback on News4U (our internal newsletter) was overwhelmingly positive, and we have recently introduced a new format which we hope will improve engagement further. Staff also responded to let us know that they value our internal staff briefings, particularly as it gave them the opportunity to hear directly from our management team.</p>	😊	
	<p>Participate and support the council's Culture and Communications working group. A communications officer sits on the Culture and Communications group, and a key piece of work has been around delivering the recruitment videos, and introducing a new feature in News4U which focuses on teams from across the council and highlighting the important work that they do.</p>	😊	

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	<p>Work with IT to ensure the intranet can pop up on staff's computer when they log in to work. This was a key piece of feedback from the internal communications survey, and will be taken forward as an action for 2022.</p>	😞	
	<p>Support the GDPR officer through delivery of GDPR communications plan. A whole range of communications has been delivered through the GDPR communications plan, with some intranet news articles receiving the highest number of views thanks to the engaging style and approach.</p>	😊	
Communicating with partners	<p>Support the county council and other public sector partners with pandemic communication. Throughout the pandemic, social media posts from county council and other organisations were shared and supported to ensure residents remained informed.</p>	😊	<ul style="list-style-type: none"> • Actions within this theme are now sitting within other themes – e.g. supporting the Joint Core Strategy and the garden communities.
	<p>Continue to lead on the communications for the Joint Core Strategy team. The council continues to be the communications lead for the Joint Core Strategy, and this includes leading on the development of press releases and media briefings when required. This has required minimal resource over 2021.</p>	😊	
	<p>Lead on the communications for a new bridge over road at Ashchurch.</p>	😊	

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	Garden Communities Communications Officer has been recruited and is providing dedicated communications support, including the development of a communications strategy to ensure effective communications reaches a range of stakeholders, and further developing the Garden Town website.		
	Support the growth hub with their external communications. Support has been provided for the growth hub with features in Tewkesbury Borough News, News4U, Parish Matters and on our social media channels. This has been to cover a range of areas including events and success stories.	😊	
	Re-introduce the new format for Parish Matters. Parish Matters now features a new design and is created and distributed via Mailchimp. The feedback from readers has been overwhelmingly positive.	😊	
Graphic design	Support the communications team to deliver successful social media posts through engaging design. Examples include: Clean recycling, bulky waste promotions, tree cycle, free xmas parking, small electricals collection, Ukraine relief fund, storm Eunice, job vacancies are a few examples	😊	<ul style="list-style-type: none"> Support the communications team to deliver successful social media posts through engaging design. Support the communications team with the five communications campaigns across the year.
	Continue to provide graphic design support across the internal covid-19 cells – for response and recovery.	😊	

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	Examples include: Return to the offices staff information comms, HR covid comms for well-being and recruitment, appointments booking email header and social media tile, working from home guidance, desk etiquette and room capacity posters for offices.		<ul style="list-style-type: none"> • Support the design and branding of the first-floor refurbishment, including signage and wall wraps. • Support the production of corporate strategies, policies, and reports across the council, including the new Council Plan and recovery plan. • 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. • Provide design services for tourism marketing and the Tourist Information Centres reopening through promotional flyers, brochures and posters for events and for the borough in general.
	<p>Provide support to the council's 'digital first' approach through providing design and branding concepts for new online services.</p> <p>Examples include: Paperless billing, assisted collections and missed bins, garden wase, bulky waste, complaints, report it.</p>	😊	
	<p>Support the production of corporate strategies, policies, and reports across the council, including the new Council Plan and recovery plan.</p> <p>Examples include: Housing and homelessness strategy, QAIP, supporting attendance policy, sandbag policy, shop front design guide, local heritage list, O&S report, digital approach strategy, social media policy.</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> <p>Examples include: Growth Hub adverts and flyers, Business Transformation Team newsletter, Development Management review newsletter, Tewkesbury jobs fair poster, Corporate Leadership Team away day roll up</p>	😊	

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	banners, HSHAZ regenerate the high street event banners and posters.		