







Focus area	2022/23 update on action	Status
Proactive communications	<p>Re-establish regular meetings with key services to ensure regular proactive stories are promoted.</p> <p>All service areas have been encouraged to invite a communications officer to their team meetings, and this has proven to be particularly effective with the economic development and tourism team, as well as the property team. As a result of these meetings, there have been a range of proactive stories promoted including community funding opportunities and the development of new community centres.</p> <p>Investigate options for delivery of Tewkesbury Borough News, to improve the circulation of the magazine.</p> <p>Following a review of the way in which the residents’ magazine is delivered, it was agreed to trial an alternative delivery option for the area of Highnam. Highnam had previously experienced mixed success for delivery, and the parish council had expressed interest in delivering the magazine locally. This approach was successful for the winter 2022 edition, and we will continue with this for 2023. The delivery review did highlight that while we do experience recurrent issues in some areas, compared to many authorities our delivery rate seemed high. The alternative option of solely using Royal Mail was discounted on the basis of it being extremely expensive and the issue of some areas being missed remained a problem for councils using this option.</p> <p>Provide communications support for the garden communities.</p> <p>During and following the Cratus review of the garden town, the communications team has provided support in delivering short-term communications plans (to communicate the review itself, the engagement sessions and currently the development of the charter). A key recommendation from the review is to develop a communications strategy to support the garden town based on the programme’s overarching delivery plan. As work is underway to progress this, the communications strategy will be developed alongside it, incorporating the recommendations resulting from the integrated stakeholder engagement strategy too. This piece of work will feature as a key action within the next corporate communications strategy.</p>	<p>😊</p> <p>😊</p> <p>😊</p>

	<p>To support an improved approach to proactive communications, identify five key communications campaigns for 2022/23</p> <p>The five campaigns delivered were: promotion of the Council Plan, promotion of civic pride in the borough, promotion of our parks and public spaces, promotion of voter ID requirements for the May 2023 elections, and promotion of rescheduled waste and recycling collections due to severe weather.</p>	
Digital communications	<p>Review and learn from best practice on social media to increase effective communications through these channels.</p> <p>Communications officers have attended social media training sessions and have benefited from following the accounts of local government accounts that are widely regarded as producing excellent content.</p> <p>Input to the corporate website review to ensure the council’s news is effectively presented online.</p> <p>The communications team has been consulted as part of the website review, and the news section remains visible and accessible from the front page of the website.</p>	 
Training	<p>Deliver social media training for all councillors.</p> <p>While an introduction to the council’s use of social media and its corporate social media channels formed part of the member induction, formal training still needs to be arranged.</p> <p>Deliver media training for lead members, heads of service and the corporate leadership team.</p> <p>This was delivered in August 2023.</p> <p>Raise the profile of communications and the importance of effective communications via Staff Briefing session.</p> <p>The communications team is on the agenda for a 2024 Staff Briefing session.</p>	  

<p>Communicating achievements</p>	<p>Introduce a new way of promoting staff achievements in News4U. A new feature is now included in our internal newsletter News4U, which includes promoting the successes from teams across the council. Coverage so far has included the Business Transformation Team’s awards, the solar canopy, the development of the council’s budget, the well-being awards and much more. In addition, staff achievements are also now included in Alistair’s Update – a bi-weekly video update from the chief executive to all staff.</p> <p>Promote council achievements in local government and service-specific publications. Due to limited resource in the comms team, this action was not completed and has moved across to 2023/24.</p>	<p>😊</p> <p>😐</p>
<p>Internal communications</p>	<p>Promote the year 2 refresh of Council Plan. The second year of the Council Plan refresh was promoted internally through a Staff Briefing, the intranet and through our internal newsletter News4U. In addition to this, operational managers were encouraged to take their teams through the annual update to raise awareness.</p> <p>Support the first-floor refurbishment project. A communications plan and branding has been developed to support the refurbishment project. Regular updates are provided through our internal newsletter News4U and communications representatives are invited to the project meetings as and when required.</p> <p>Review the effectiveness of the council’s intranet. Due to the time it took to recruit a web developer, this action was not completed and will be moved across to 2024.</p> <p>Support the GDPR officer through delivery of a GDPR communications plan. A range of GDPR communications has been issued internally, which has been well received. Thanks to an informative but light-hearted approach the GDPR intranet posts were some of the top-read posts of 22/23.</p>	<p>😊</p> <p>😊</p> <p>😐</p> <p>😊</p>
<p>Graphic design</p>	<p>Support the communications team to deliver successful social media posts through engaging design. Examples are: Free Xmas parking promotion, Our Borough campaign, planning job vacancies, Tewkesbury Garden Town updates, changes to bin collections, Pride week and the planning application tracker launch.</p>	<p>😊</p> <p>😊</p>

	<p>Support the communications team with the five communications campaigns across the year. Five campaigns were run by the comms team - Council Plan and Our Borough - and graphic design support was provided for both to produce posters, social media tiles etc</p> <p>Support the design and branding of the first-floor refurbishment, including signage and wall wraps. Artwork signed off and sent to signage company for installation for Horsbere test wall. Other walls to follow. Will probably need new photography. Could tie this in with new photos required for the council plan.</p> <p>Support the production of corporate strategies, policies, and reports across the council, including the new Council Plan and recovery plan. Examples are the Annual Governance Statement, finance narrative report, Community Infrastructure Levy, Overview and Scrutiny report, economic development strategy, new council plan (ongoing), Quality Assurance and Improvement Program audit report, data protection policy, management structure charts.</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. Such as garden waste, treecycle, elections maps, public speaking leaflets, One Legal exhibition banners, runners and posters, anti-social behaviour event leaflet, Grange field interpretation panels, HSHAZ leaflets.</p> <p>Provide design services for tourism marketing and the TICs reopening through promotional flyers, brochures and posters for events and for the borough in general. Examples are Belas Knap flyer, Heritage Open Days leaflet, eating out guide, tree ring dating walks leaflet, mediaeval banners leaflet and mini guide.</p>	<p></p> <p>😊</p> <p>😊</p> <p>😊</p> <p>😊</p>
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