



5.11.19

COMMUNICATIONS PLAN – priorities & activities

2020/2023

Corporate Communications

CC1 Hambleton District Council communications plan

CC2 Strategic Communications Group

CC3 Residents survey

CC4 External and stakeholder engagement

CC5 Crisis communications plan

	PRIORITIES	WHAT WE WILL DO
CC1	Implement the Hambleton District Council communications plan.	<p>We will use the communications plan to support a more joined up and integrated approach to communications. The plan will have clear priorities across the four areas of Corporate Communications, News, Internal Communications and Creative Services.</p>
CC2	Strategic Communications Group.	<p>We will formally establish the Strategic Communications Group, to support the communications plan CC1 and the delivery and evaluation of communications across the council. The group will meet monthly and will comprise a range of officers, from different services, who have communications as part of their roles.</p>
CC3	Residents survey	<p>We will work with the consultation officer to carry out a full residents survey to the 40,000 properties in the district.</p> <p>The 2019 LGA peer review noted the need for improved audience insight; highlighting the lack of any recent, general, residents research. The last full residents survey undertaken by Hambleton District Council was the Place survey in 2009.</p>

		This residents survey will give the council a baseline to measure future progress against using the recommended set of LGA questions on resident satisfaction.
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CC4	External relations & stakeholders.	We will develop our external contacts and networks to ensure that our external communications are relevant to our key audiences. We will include external communications in our forward plan and have clear themes of work to support the council's profile and reputation.
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CC5	Crisis Communications Plan.	<p>We will develop a crisis communications plan to cover local (district), reputational crisis situations. The plan will cover engagement with media and roles and responsibilities.</p> <p>The crisis communications plan will be supported by media training (see N5 below), for key council spokespeople.</p>
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News

N1 Single approach to News

N2 Forward plan

N3 Networks & relationships

N4 Media monitoring & evaluation

N5 Media training

	PRIORITIES	WHAT WE WILL DO
N1	Single approach to News.	<p>We will adopt a single approach to how we handle both proactive and reactive stories to provide a more integrated and 'current' approach to News.</p> <p>We will have a News forward plan (see below, N2) and we will agree News stories and how they will be handled and shared; create more engaging content; ensure more consistency across channels; reduce duplication of effort, and free up resource to be used elsewhere across communications.</p>

		We will focus on increasing the number of 'human interest' stories we send out and ensure our News stories recognise the efforts our communities make in supporting their local area.
N2	News Forward plan.	We will establish a News forward plan to include regular media opportunities, seasonal features, planned news opportunities and one-off themes on topics agreed with Members and Management Team.
N3	Networks & relationships.	<p>We will be more proactive and develop relationships with media networks and key contacts.</p> <p>We will extend and develop the range and type of media we have regular contact with, for example different trade media; regional opinion formers; news networks.</p>
N4	Media monitoring & evaluation.	<p>We will start media monitoring to give us a clearer understanding of coverage we are achieving and - the sentiment it generates.</p> <p>We will develop more meaningful measures for our social</p>

		media coverage.
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N5	Media training.	<p>We will arrange a rolling programme (quarterly) of media training for:</p> <p>Cabinet members, Management Team, -other council spokespeople (e.g. commercial manager, chief planning officer et al).</p> <p>The Media Training will support the Crisis Communications Plan (see above, CC5).</p>
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Creative Services

CS 1 Communications materials 'audit'

CS 2 Brand and style guidelines & writing notes

CS 3 Photography and images

CS 4 HDC brand family

	PRIORITIES	WHAT WE WILL DO
CS1	Communications materials 'audit'.	We will establish a six-monthly audit and review of materials across the whole council. The Strategic Communications Group will review the look and feel; consistency and quality; application of brand and tone of voice.
CS2	Brand and style guidelines & writing notes.	We will develop a corporate style guide with brand guidance. We will refresh the existing writing guidelines to fit with the corporate narrative and tone of voice. We will run workshops to improve copywriting skills across the council.

CS3	Photography and images.	We will review the existing council image bank and develop a refreshed approach to commissioning photography. We will use more infographics to ensure we have imagery that works with the refreshed corporate narrative and style (see above, CS2).
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CS4	HDC brand family.	<p>We will explore options to develop the council brand to increase its flexibility and relevance in different circumstances and to ensure any brands used by the council (e.g. ZEST/ business support) clearly promotes the council's involvement.</p> <p>We will review the use of the brand through the 6-monthly Communications materials 'audit' by the Strategic Communications Group.</p>
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Internal Communications

IC 1 Insight review and development- Insight Xtra

IC 2 Recruitment /employer brand

IC 3 Internal communications channels and activities

IC 4 Staff surveys

	PRIORITIES	WHAT WE WILL DO
IC1	Insight - review and development.	<p>Working with HR colleagues, we will review Insight in terms of its purpose, style, content, frequency.</p> <p>We will look at the opportunities for producing one-off specials ('Insight Xtra') on key projects – e.g. commercialisation; recycling; tourism and events; local developments. We will consider Insight alongside other internal comms channels to ensure we have an effective approach to employee involvement & engagement (see below, IC3).</p>
IC2	Recruitment /employer brand.	We will work with colleagues in different services to

		produce tailored recruitment materials for specific areas where recruiting proves a challenge.
IC3	Internal communications channels and activities.	We will undertake a review of existing Internal Communications channels to see how effective they are in terms of sharing information and engaging employees. We will use the results from the corporate staff survey (see below, IC4) to inform this work.
IC4	Staff surveys.	We work with HR colleagues to support the corporate staff survey and look at opportunities and benefits from ad-hoc 'Pulse' surveys on particular topics.