



Communication and Engagement Delivery Plan 2011-2012



What is the purpose of the Delivery Plan?

The Communication and Engagement Delivery Plan sets out what actions the Council is planning to undertake during 2011-2012 to deliver against our priorities as set out in the Communication and Engagement Plan :-

- To communicate in a timely, consistent, relevant and creative way
- To enable local people to influence the design and delivery of services
- To shape and improve the reputation of the Council and the local area
- To inspire staff and Councillors to have confidence and pride in the Council through improved communication.

Progress against the actions set out in the delivery plan will be monitored by the Communications Group, and, reported twice a year to the Strategic Communication Board, Management Team and Cabinet.



To communicate in a timely, consistent, relevant and creative way



What we want to achieve	Action	Responsible Officer	Channel	Timescale
Provide high quality and timely communication with our residents through the Council Website	Redevelop and redesign the Council's Website to make it a more effective and flexible tool for service delivery in a customer friendly way.	Corporate Performance Project Manager / Website Manager	Website	December 2011
	Implement eBase forms system including integration to back office systems	Corporate Performance Project Manager / Website Manager	Website	September 2011
	Develop a "Find my nearest" mapping tool on the Website	Website Manager	Website	June 2011
Provide information by different means to reach all our many and diverse communities	Review the pilot social media campaigns and roll out to other services.	Website Manager	Social Media	August 2011
	Investigate the use of Twitter to provide regular updates of information	Website Manager	Social Media	August 2011
	Review Council Telephone Service to establish if an effective service can be delivered at lower costs	Head of Benefits and Revenues Service	Telephone	March 2012
	Review cash office service to establish if today's needs are being met	Head of Benefits and Revenues Service	Face to face	March 2012
	Introduce information leaflets for residents attending "Under caution" interviews	Senior Benefits Investigation Officer	Information leaflets	June 2011
Exchange high quality data with our partners and key stakeholders.	Share resident perception survey data with the LSP and other partners to feed into service planning	Corporate Performance Project Manager	Electronic, Face to face	May 2011
	Develop a newsletter for Planning Agents to include legislation changes, IT updates etc	Planning Support Manager	Information leaflets, Website	March 2012

To enable local people to influence the design and delivery of services



What we want to achieve	Action	Responsible Officer	Channel	Timescale
Design engagement opportunities to suit the audience	Conduct a residents' perception survey in partnership with Essex County Council	Corporate Performance Project Manager	Consultation, Website	April 2011
	Engage with local communities and the voluntary sector to develop the Big Society across Tendring	Head of Community Services	Consultation, face to face, Website	March 2012
	Work with Essex County Council and other Essex authorities to develop an e-Citizens Panel	Corporate Performance Project Manager	Consultation, Website	August 2011
	Involve young people and schools, including disability groups, in the design selection of play areas	Play Officer	Consultation, face to face, electronic	Ongoing
Provide high quality and timely feedback on consultation exercises	Provide "You said, we did" feedback on the budget consultation	Deputy Head of Financial Services / Corporate Performance Project Manager	Electronic	June 2011
	Provide "You said, we did" feedback on the residents' perception survey	Corporate Performance Project Manager	Electronic	September 2011
Change processes, procedures and services as a result of user influence	Use the results of the budget consultation as one source of information for fundamental service reviews	Head of Financial Services / Acting Head of Corporate Performance	All channels	March 2012
	Review the corporate customer service standards	Communication Group	All channels	March 2012
	Identify and Implement improved electronic working practices following the implementation of e-planning and feedback from surveys	Head of Planning Services	Electronic	March 2012

To shape and improve the reputation of the Council and the local area

What we want to achieve	Action	Responsible Officer	Channel	Timescale
Develop and promote a strong, consistent and easily recognised corporate identity	Develop Corporate Branding Strategy and Guidelines	Strategic Communication Board	All channels	May 2011
	Display corporate posters and banners at Community events	Community Services Co-ordinator	Information leaflets and posters	Ongoing
Have a strong effective relationship with the local media	Meet media deadlines for responses and information – providing 95 per cent within 24 hours	Communications & P R Manager	Local media	Ongoing
	Increase the number of proactive press releases to the media, including photos where appropriate	Communications & P R Manager	Local media	Ongoing
	Implement press conferences for major initiatives / key decisions	Communications & P R Manager	Face to face, local media	March 2012
	Introduce press meetings with the Chief Executive	Communications & P R Manager	Face to face, local media	September 2011

To inspire staff and Councillors to have confidence and pride in the Council through improved communication



What we want to achieve	Action	Responsible Officer	Channel	Timescale
Increase satisfaction with communication across the Council amongst officers and Councillors.	Investigate the feasibility of having a staff discussion forum facility on the Intranet	Corporate Performance Project Manager	Intranet	March 2012
	Develop and implement a Chief Executive's blog on the Intranet	Corporate Performance Project Manager	Intranet	June 2011
	Share good practice generated from the staff suggestion scheme on the Intranet	Acting Head of Corporate Performance	Intranet	Ongoing
	Introduce a communication survey for Councillors	Corporate Performance Project Manager	Electronic	September 2011
Increase officers understanding of what the Council corporately is working to achieve, and the Council's financial and non-financial performance.	Identify key messages to be proactively promoted via the Council's various communication channels	Strategic Communication Board	All channels	Ongoing
	Promote key messages about the savings programme/spending review and progress against targets to all staff	Head of Financial Services	Intranet, team meetings	March 2012
Increase officers understanding of what work other services and officers undertake.	Invite officers from other services to give presentations / talks at team meetings	Heads of Service	Team meetings. Face to face	September 2011
	Investigate the feasibility of cross service networking events for all levels of staff	Communication Group	Face to face	March 2012
Develop the knowledge and skills of officers and Councillors	Develop a member's induction toolkit and provide an electronic version on the Council's Intranet	Assistant Head of Human Resources / Corporate Performance Project Manager	Induction, face to face, electronic	May 2011
	Promote e-learning via TREVOR and course of the month on the Intranet	Liberata IT Trainer	Intranet	May 2011