



Communication and Engagement Delivery Plan 2010-2011 Progress Report

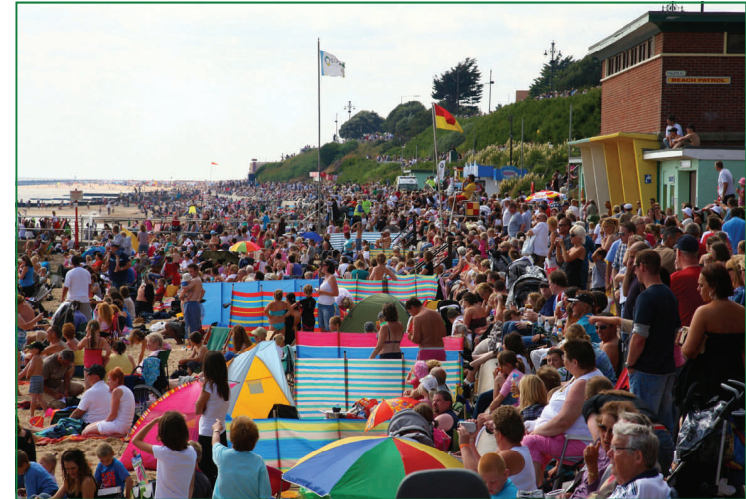


What is the purpose of the Delivery Plan?

The Communication and Engagement Delivery Plan sets out what actions the Council is planning to undertake during 2010-2011 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 Board and Cabinet.



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

Tendring
District Council



What we want to achieve	Action	Responsible Officer	Progress	Timescale
Provide high quality and timely communication with our residents through the Council Website and Newspaper.	Develop the Council Website to include an area for the promotion of Community Groups and activities	Website Editor	COMPLETED	December 2010
	Carry out an investigation into the future format and distribution of the Council's Newspaper—Tendring Matters	Communications & Public Relations Manager	COMPLETED	May 2010
Provide information by different means to reach all our many and diverse communities	Introduce a pilot E-mail Marketing Campaign for Change4Life	Assistant Head of Leisure Services	COMPLETED	September 2010
	Investigate the feasibility of introducing social networking arrangements to engage with Council tenants	Tenants Relations Manager	Consultation showed that there was little support amongst tenants Facebook pilots introduced in Leisure, Career Track and Regeneration	September 2010
	Implement the new Committee Administration System to provide on-line information about Council meetings, elections etc	Head of Legal Services	Implementation on target. E-Petitioning facility introduced	March 2011
Exchange high quality data with our partners and key stakeholders.	Produce information for council tenants detailing how we meet or intend to meet the Tenant Services Authority's national standards	Tenants Relations Manager	COMPLETED	October 2010
	Work in partnership with Essex County Council and other Essex Authorities to develop the Engage East Participation Toolkit	Corporate Performance Project Manager	COMPLETED -re-titled- Essex Engagement Toolkit	December 2010
	Introduce a regular planning services newsletter for Town and Parish Councils	Planning Customer Services Manager	COMPLETED	September 2010

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



What we want to achieve	Action	Responsible Officer	Progress	Timescale
Design engagement opportunities to suit the audience	Expand the role, frequency and membership of the Council's Customer Focus Group	Corporate Performance Project Manager / Communication Group	Frequency increased, & recruitment campaign	December 2010
	Investigate the potential of using on-line survey software to support future customer engagement	Corporate Performance Project Manager	You Choose budget consultation and Perceptions Survey via Essex Portal	March 2011
	Conduct the 2010 Place and Tenants Surveys in line with national guidelines	Corporate Performance Project Manager / Tenants Relations Manager	On-line Pan Essex PERPs Survey to be conducted January 2011	March 2011
	Conduct 2010 Planning Services User Satisfaction Survey	Executive Manager Planning Services	COMPLETED	December 2010
Provide high quality and timely feedback on consultation exercises	Produce "You said, We Did" style or similar feedback on the Sports and Recreation Review	Assistant Head of Leisure Services	COMPLETED—notice boards and comments cards at sports facilities	December 2010
	Produce "You said, We did" style or similar feedback on the Tourism Strategy Survey	Inward Investment, Tourism and Business Liaison Manager	Action planning currently on hold	September 2010
	Produce "You said, We did" style or similar feedback on the Leaseholders' Satisfaction Survey	Tenants Relations Manager	COMPLETED—newsletter	March 2011

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

Tendring
District Council



What we want to achieve	Action	Responsible Officer	Progress	Timescale
Change processes, procedures and services as a result of user influence	Review complaints procedure and System	Head of Legal Services	Revised procedure published and system for recording complaints agreed to come into effect 1st April 2011	March 2011
	Investigate the feasibility of introducing participatory budgeting to involve our residents in spending Decisions	Head of Financial Services	You Choose budget Consultation— COMPLETED	December 2010
	Engage with Council tenants to agree standards to drive the delivery of services tailored to local needs	Tenants Relations Manager	Consultation completed - standards to come into force in April 2011	December 2010

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

What we want to achieve	Action	Responsible Officer	Progress	Timescale
Develop and promote a strong, consistent and easily recognised corporate identity	Expand the use of the Local Government Association's 'My Council' Campaign	Communications & Public Relations Manager/ Strategic Communication Board	COMPLETED	September 2010
	Develop Corporate Branding Strategy and Guidelines	Corporate Performance Manager	Guidelines currently being drafted	July 2010
	Display corporate posters and banners at Community events	Community Services Co-ordinator	COMPLETED	Ongoing
	Use the results of the 2008 Place Survey to identify areas where the Council's brand, image and reputation can be better promoted	Strategic Communication Board / Corporate Performance Project Manager	Place Survey results analysed	May 2010
Have a strong effective relationship with the local media	Increase the number of proactive press releases to the media, including photos where appropriate	Communications & Public Relations Manager	INCREASED from 306 in 2009 to 400 in 2010	March 2011
	Meet media deadlines for responses and information – providing 95 per cent within 24 hours	Communications & Public Relations Manager	ACHIEVED 98%	Ongoing

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



What we want to achieve	Action	Responsible Officer	Progress	Timescale
Increase satisfaction with communication across the Council amongst officers and Councillors.	Induction feedback sessions to be completed for new staff and Councillors	Heads of Service / Learning and Development Reps	Implemented in most services	Ongoing
	Conduct the annual staff communication satisfaction survey	Corporate Performance Project Manager	COMPLETED	June 2010
	Introduce a communication satisfaction survey for Councillors	Corporate Performance Project Manager	Deferred to after May 2011 elections	September 2010
Increase officers understanding of what the Council corporately is working to achieve, and the Council's financial and non-financial performance.	Key messages to be determined by senior management and cascaded to all staff via team meetings	Heads of Service	All services hold regular team meetings	October 2010
Increase officers understanding of what work other services and officers undertake.	Increase the number of completed "My sites" on the Intranet by 50% (April 2010 12.5% of "My sites" completed)	Corporate Information Manager	23% completed as at January 2011	March 2011
	Introduce service led workshops to the Senior Managers Forum	Corporate Performance Manager	3 service led workshops held during 2010/11	March 2011
Develop the knowledge and skills of officers and Councillors	Implement and manage a new competency framework for career grades (Officers)	Heads of Service	Implementation complete, now being rolled out to all services	May 2010
	Complete the Political Skills Framework (Councillors)	Learning and Development Reps	COMPLETED	May 2010