

Annex 2 - SBC Action Plan responding to LGA Communications Peer Review Final Report (Jan 2018)

Quick Wins	Response	Owner	Timing
[1] The Communications Strategy needs to be formally adopted and signed off by political and managerial leadership	Communications Strategy taken to 11 July 2018 Cabinet meeting for agreement and developed in consultation with Corporate Management Team	Communications	July 2018
[2] Develop an annual campaigns plan fully funded and approved by Cabinet and CMT	2018-20 Campaigns Plan taken to 11 July 2018 Cabinet meeting for agreement and developed in consultation with Corporate Management Team	Communications	July 2018
[3] Develop a strategic communication plan for the Swindon Programme	To be incorporated within new Council-wide internal communications and engagement strategy	Communications	July 2018 – agreement and implementation
[4] Undertake a ‘who reads what’ survey	Completed through questions asked as part of Swindon resident survey supported by the LGA (November 2017)	Communications	N/A
[5] Undertake an audit of internal communications activity	In progress during the LGA review and now complete. Informed new internal communications and engagement strategy	Communications	N/A
[6] Social media training for members	To be pursued following May 2018 local elections and confirmation of new Cabinet portfolios	Communications	Summer 2018
[7] Head of Communications should attend every LAG and CMT	Head of Communications regular CMT attendee from January 2018 and will attend LAG when appropriate	Communications	Ongoing
[8] Consider physically relocating the communications team	Communications Team relocated to new office in March 2018 so closer to key service areas	Communications	March 2018
[9] Seek ways to increase partnership working and develop a public sector communications board	Organised and chaired first Swindon & Wiltshire Public Sector Communications Board meeting in April	Communications	Ongoing – quarterly meetings
[10] Develop links with parish councils and residents associations/ community groups	To be taken forward as part of the development of a new community engagement and consultation Strategy	Communities & Housing + Communications	Summer 2018
[11] Maximise the reach and impact of ‘Your Swindon’	List of targeted actions to developed	Communications	June 2018
[12] Reintroduce annual all staff road shows with Leader and Chief Executive	To be considered as part of the new Council-wide internal communications and engagement strategy	Communications	July 2018 – agreement and implementation

Longer Term	Response	Owner	Timing
[13] Develop a clear narrative and place brand for Swindon linked to corporate vision and priorities	Corporate and place narrative developed as part of the Communications Strategy taken to 11 July 2018 Cabinet. Place brand for Swindon to be considered as part of evolution of Switch On To Swindon	Economic Growth & Communications	Summer 2018
[14] Undertake a full audit of communication resources and spend across the Council	To be considered with the support of the Corporate Management Team	CMT & Communications	September 2018
[15] Consider reviewing communications activity across Switch On To Swindon, One Swindon and Forward Swindon to ensure consistency of messages	To be discussed with the Economic Growth Team	Economic Growth & Communications	July 2018
[16] Research perceptions of the current brand	To be considered and scoped	Communications	To be determined
[17] Develop a clear residents engagement strategy in partnership with residents, business and partners	To be taken forward as part of the development of a new community engagement and consultation Strategy	Communities / Housing & Communications	June 2018
[18] Finalise the audit of social media and establish a clear social media policy	Social media audit recommendations completed. New social media guidance in development working with HR to complement social media staff policy	Communications & HR	July 2018
[19] Develop a home page with campaign functionality	Twitter feed embedded in homepage and News and Events section added in May 2018. New homepage carousel introduced in June 2018 to promote campaigns and information to residents	Communications & Customer Services	June 2018
[20] Maximise communications with My Account users	Aim is to incorporate e e-newsletter sign up as part of the My Account registration process and integrate data with our e-newsletter platform. This relies third party support and we are trying to escalate up their priority list	Communications & Customer Services	Ongoing – dependent on third party support / prioritisation
[21] Review print and design function	To be considered linked to action 14. Currently an internal recharge process for design and print work, although some leakage where service areas commission external suppliers	Communications	To be determined