

## COMMUNICATIONS PROTOCOL 2008-11, ACTIONS

<b>Actions</b>	<b>Tasks</b>	<b>Lead Officer</b>	<b>Partners</b>	<b>Timescale</b>
<b><i>Develop WIRED as more effective internal communications function</i></b>	<ul style="list-style-type: none"> <li>• Communications Team to play greater role in management of function, including uploading features</li> <li>• Consider re-design of site, including images</li> </ul>	Communications Manager	Communications Officer, Knowledge Management	April 08
<b><i>Generate greater staff engagement with Insight Magazine</i></b>	<ul style="list-style-type: none"> <li>• Conduct survey in future edition</li> <li>• Ascertain staff opinion of Insight Magazine</li> <li>• Encourage greater expression of views and ideas</li> </ul>	Communications Officer	Communications Manager, HR	January 08
<b><i>Formalise and clarify staff email usage</i></b>	<ul style="list-style-type: none"> <li>• Develop a protocol for email usage, focusing on 'all' emails</li> </ul>	Communications Manager	Communications Officer, Knowledge Management	January 08
<b><i>Market &amp; promote new staff forums</i></b>	<ul style="list-style-type: none"> <li>• Advertise in Insight magazine, WIRED, noticeboards</li> <li>• Encourage questions prior to event</li> <li>• Logging of all questions and answers to help form the basis</li> </ul>	Communications Manager	Communications Officer, HR, SMT, COG	Commenced July 07, bi-monthly

	of action plans designed to help improve staff engagement			
<b><i>Improve Members' media awareness</i></b>	<ul style="list-style-type: none"> <li>• Media training sessions</li> </ul>	Communications Manager	Communications Officer, HR, Member Development Officer	December 07
<b><i>Re-assess and develop corporate brand identity</i></b>	<ul style="list-style-type: none"> <li>• Refresh corporate identity and logo</li> <li>• Consult with staff and Members</li> </ul>	Communications Manager	Communications Officer, SMT, Executive, COG	July 08
<b><i>Complete audit of council publications</i></b>	<ul style="list-style-type: none"> <li>• Collect all internally produced publications</li> <li>• Assess adherence to corporate guidelines</li> </ul>	Communications Manager	Communications Officer	January 08
<b><i>Roll-out corporate publications guidelines</i></b>	<ul style="list-style-type: none"> <li>• Produce template guidelines</li> <li>• Communicate via internal publications and training sessions if required</li> <li>• Monitor adherence</li> </ul>	Communications Manager	Communications Officer	July 08
<b><i>Assess service pledge leaflets</i></b>	<ul style="list-style-type: none"> <li>• Consider re-design in line with refreshed corporate identity</li> </ul>	Communications Manager	Communications Officer	July 08
<b><i>Develop website as more effective external comms function</i></b>	<ul style="list-style-type: none"> <li>• Communications Team to play greater role in management of function, including</li> </ul>	Communications Manager	Communications Officer, Knowledge Management, ICT, Customer Services	January 08

	<ul style="list-style-type: none"> <li>uploading features</li> <li>Consider re-design of site, including graphics and navigation</li> </ul>		and Communications	
<b><i>Promote attendance of media and public at Council meetings</i></b>	<ul style="list-style-type: none"> <li>Proactively speak to media prior to meetings regarding issues to be discussed</li> <li>Arrange media briefings enabling key Members to meet regularly with press</li> </ul>	Communications Manager	Communications Officer, Executive	Ongoing
<b><i>Promote Staff Attitude Survey</i></b>	<ul style="list-style-type: none"> <li>Help ensure survey is designed to engage staff as effectively as possible</li> <li>Actively market the survey via Insight and WIRED</li> </ul>	Communications Manager	Communications Officer, HR	Ahead of next survey, January 08