

Communications Action Plan updated November 2012

1. Actions already in train/being implemented

Deliverable	Recommendation	Comments	Status	Responsible for Delivery
Corporate plan- to formalise current news stories to avoid competition for media space.	Recommendation 11	Developed corporate communications plan. Champions across the Council identified	1. Joint ECS, R&R, Environment , Safer Bromley communications inform corporate plan 2. Communication Champions input into communication plan based on stories in their areas 3. Also used to inform Web and CSC to ensure consistency of message, improved media planning	Amanda Day/ Susie Clark
Communications team should proactively seek out "good news stories" as well as areas of reputational risk. All staff should be encouraged by an incentive scheme to contact the comms team to these ends.	Recommendation 20	ongoing	1. Comms team liaising with Chief Officers, Portfolio Holders & Senior Managers regarding good news stories. 2. Communication Champions established in each department to string stories	Communications team
Council considers more proactive campaigning communications on issues where the Council is defending the wider issues of the borough.	Recommendation 21(a)	ongoing	Campaigns identified with Leader, Chief Executive, Portfolio Holders, Chief Officers linking with portfolio messages - informs Corporate Communications Plan	Communications team
Where possible including service users "human Interest" aspect to a story.	Recommendation 21(b)	Scope for paid for coverage where appropriate stories are identified	Human interest stories identified with department - the client base is often vulnerable and developing stories are resource heavy	Communications team
Enhancements and upgrade to the web site	Recommendation 35	ongoing	Launched in April 2011 following wide consultation including Councillors.	Bromley Knowledge
Continue to collect email and mobile phone details to increase the potential use of these channels for communication, coordinating between services to avoid overload between the services.	Recommendation 37	ongoing - potential for further development aligned to New Technology working Group and Active Citizens Working Group	1. Used to inform residents about seasonal waste arrangements and new e-publication i.e. UPDATE to encourage channel shift. 3. Set up a prompt in CRM so staff ask caller for this information.	Head of Customer Service

Exploration/piloting of social media as future communication tools.	Recommendation 38	ongoing - linking to New Technology Working Group recommendation - there is now a officer group looking at further developing use of social media	1. UPDATE produced as e-communication 2. Reviewing overarching code of conduct on communications including existing New Media strategy and staff guidance 3. Facebook and twitter as part of communication campaigns where appropriate	all communication leads
Development of customer contact centre information on complaints to help identify service issues and improvements for further consideration by members.	Recommendation 47	ongoing	Reviewing how incoming information can be collated to improve service provision (performance management)	talk to Duncan Bridgewater for update
To enhance the role of libraries as a 'one stop shop' and communicate this	Recommendation 46	ongoing	there is now a shared management service with Bexley - working with the newly structured service to develop twitter account and branding	Andrew Rogers

2. Strategic Issues

Member of the cabinet be given specific responsibility for communications	Recommendation 1	Leader's remit	Leader's remit	Cllr Carr
The Democratic process & Councillors roles should be strongly promoted alongside other general service information.	Recommendation 5	complete	Liaising with Committee Services to update councillor information on noticeboards - this includes ward cllr information	Committee Services
Reports of Councillor Working groups should be publicised once approved for publication by the relevant PDS committee.	Recommendation 6	ongoing	Once approved and where appropriate these to be publicised	Communications leads/Committee Services
Review of Media Protocols	Recommendation 7	ongoing	wider piece of work under development around Communications Code of Conduct	CEX and Director of Resources
All communications material is to be printed and designed by the Design Studio unless the DS cannot produce it.	Recommendation 15	ongoing	No longer in-house design function - central control through resources and Communications in terms of branding	CEX and Director of Resources
All future consultation communications to the public on a new initiative should contain full information about the costs of the proposal	Recommendation 24	ongoing	ongoing - managers approach in developing business case where appropriate	Corporate Managers Team

3. Process Issues

Correctly branded material checked by head of comms prior to production	Recommendation 14	Work in progress	<ol style="list-style-type: none"> 1. updated guidelines on branding to be publicised with staff 2. Branding guidance to include telling staff to involve their comms lead where this is not already happening . 3. To be promoted across the organisation as part of a one-stop-shop for comms. 	Amanda Day and Susie Clark
Print on demand facilities	Recommendation 16	work in progress	Work in progress	Resources
Cost of communications across the council to be properly accounted for	Recommendation 17	as above	as above	Resources
Where necessary new codes be introduced to enable costs to be more accurately apportioned	Recommendation 18		Work in progress	Resources
Share facilities with LSP partners where appropriate	Recommendation 31	Work in progress	Operational level work with partners to disseminate council messages.	Susie Clark
Use of banners with key messages on lamp posts	Recommendation 32	Work in progress	where appropriate and within existing budgets these are used as a communication's channel	Communication leads
Alternative access to online services e.g. touch screen or WII technology in locations where users may have difficulties with conventional screens i.e. elderly, partially sighted.	Recommendation 43	Subject to financial constraints and appropriate business cases being made	<ol style="list-style-type: none"> 1. used for Chislehurst Bridge webcam 2. previous - launch of MyLife, adult information day streaming of talking heads into community shops and Biggin Hill library 	Communication leads

4. Future Investment

A Senior Post be created solely to oversee all the Council's communications including the comms aspects of new technology.	Recommendation 3		Structure redesigned in light of economic situation	CEX/Comms team
That the new post Holder has amongst their responsibilities ensuring that policy proposals & issues which arise are examined to ensure that any risks to the Council's service & reputation are assessed & mitigated & any	Recommendation 4		responsibility of CEX and communications team	CEX/Comms team
All Specialist communications officers should be located within the Chief Executives department, line managed by the new post holder, each officer will have specific responsibility for a portfolio.	Recommendation 9		resourced within existing structure - see rec 3 and 4 above	CEX/Comms team
Media Training of all Senior staff and Cllrs who act on behalf of the council	Recommendation 22		Resource Issue	
Production of a Council newspaper/magazine under review	Recommendation 25		UPDATE and other targetted e-publications	Amanda Day/Susie Clark
2 Borough wide publications (March/Autumn) similar to Hillingdon	Recommendation 26		as above	Amanda Day/Susie Clark
Quarterly publications in summer and winter	Recommendation 27		as above	Amanda Day/Susie Clark
Balance between developing own publications and not competing too severely with local newspapers. (may be legislative)	Recommendation 28		as above - leader's column in Biggin Hill Magazine	

Discuss with South Eastern train about notice boards at stations	Recommendation 30		Resource Issue	
Other communications tools be used where appropriate to promote key messages e.g. fridge magnets, re-useable carrier bags etc.	Recommendation 34		Where appropriate	Communications team
Website provides live footage from CCTV at busy junctions	Recommendation 36		Unlikely to be supported by the executive given financial challenges facing the council, limitations on staffing resource to develop new activities linked to them such as sustained poster campaigns.	
Use of Video Booths	Recommendation 39		No justification for this at present due to financial constraints, unless part of a fully costed business case for a particular high-profile project.	
Review use of webcasting of Council meetings - like Croydon and Kent	Recommendation 40		Not Being Progressed.	
Use of DigiTV	Recommendation 41		No justification for this at present due to financial constraints unless part of a fully costed business case for a particular high-profile project. KCC recently ended their services.	
New ICT to provide alternative means of communication eg.Skype	Recommendation 42		Skype being piloted	
All staff receive training in customer service standards on appointment and with refresher courses as appropriate to enhance their ability to communicate the council's business effectively to the public as ambassadors for	Recommendation 45		customer service standards being updated and published on onebromley	
More effective use be made of the LEA School Governors to ensure the Councils interests are communicated to and represented at School Governing meetings	Recommendation 49		Support given to strengthen governing bodies	