

REPORT OF THE STRATEGIC DIRECTOR  
TO THE EXECUTIVE  
5 OCTOBER 2007

**Communications Strategy**

**1.0 Introduction and Report Summary**

- 1.1 This report proposes the adoption of the communications strategy for the Vale as part of the Corporate Priority “Improving internal and external communications”. The strategy needs to be adopted to move the priority forwards.
- 1.2 The strategy is based on information from the Senior Management Team and their service areas, the staff and Member survey and the public general satisfaction survey completed last financial year by polling company Ipsos MORI as part of the Best Value Performance Indicator requirement.
- 1.3 The strategy is built from the position of where we are now and what we aim to achieve over the next three years. The communications policy is an inherent part of this.
- 1.4 The contact officer for this report is Nikki Malin, Head of Communications, telephone (01235 540376). **Email address [nikki.malin@whitehorsedc.gov.uk](mailto:nikki.malin@whitehorsedc.gov.uk)**

**2.0 Recommendations**

- (a) *that the Executive approve in principle the draft strategy to implement the Communications policy to be recommended to Council;*
- (b) *that the following policy which underpins the communications strategy is recommended for adoption by Council:*

*“The Council will adopt and implement a Communications Strategy which aims to safeguard and continuously improve:*

- Customer satisfaction*
- Involvement, engagement and information flow with staff and the community*
- The Vale’s reputation*
- The Vale’s website”*

**3.0 Relationship with the Council’s Vision, Strategies and Policies**

This report is related to the Corporate Priority “Improving both internal and external communications”.

HELEN BISHOP  
DEPUTY DIRECTOR (ORGANISATIONAL DEVELOPMENT AND SUPPORT)

TIM SADLER  
STRATEGIC DIRECTOR