

Appendix A

Review of Comms and Marketing – project meeting 21 October 2008

Summary to date

Background and drivers to this project

- Corporate priorities & request from Cabinet
- Independent research - MORI and LGA
- Customer feedback - don't feel well informed but want to
- Internally recognise of value of joined up approach
- Gershon
- Government agenda - CAA & links with strong comms, Place agenda, new BV survey
- Local agenda - community leader, LSP, Vision Board

Staff feedback

- How we communicate & who to does & should vary
- Some 'know' audiences well, others less so
- Some areas are specialist/expertise varies
- "Can be an add on to the day job"
- Not always linked to corporate priorities/feedback
- Measuring effectiveness of our work patchy
- Not enough money to do all we want to do
- Best practice - internal & external - could be shared better
- Want to know more about what other services do
- More cross service working or strategic & forward planning
- Opportunities & benefits for joint working with partners
- Develop website/s
- Opportunities to communicate electronically & use new media
- Examine Social marketing techniques
- Develop brand & image
- Promote project and council rather than service
- Plain English across all comms
- Accessibility needs to be explored more fully

Views echo many of those raised by the drivers

Previous Research

- Same issues raised by Independent consultant
- Resources could be used more efficiently/effectively
- Activities could be co-ordinated centrally/strategic approach
- More cost-effective & ensure consistency
- Some areas would benefit from central support
- Others lack expertise or human resources

Case studies

- Centralised units
- Strategically driven campaigns & projects aligned to corporate priorities
- Common systems and support and consistent standards

- Clear brands
- Pooled experience/critical mass of skills
- Enhanced career progression for staff
- Significant savings & rise in value of generated coverage
- Value for money
- Rise in customer satisfaction

What do we want to achieve?

- A unified one council approach to marketing and consultation
- Rise in customer satisfaction levels
- Strategically driven campaigns & projects and consultation aligned to corporate priorities
- Common systems and support and consistent standards
- Strong and consistent brand
- Pooled experience/critical mass of skills
- Enhanced career progression for staff
- Less duplication and greater value for money
- Financial savings
- Increased staff morale and motivation

Approach agreed

CMT have said the council should develop a centralised communications, marketing and consultation unit, responsible for developing and implementing the marketing strategy for the authority. It will be split into several key areas, covering all things communication and marketing. Budgets will also be centralized.