

By: Alex King, Deputy Leader
Peter Gilroy, Chief Executive

To: Corporate POC –17 March

Subject: Draft Communications Strategy

Classification: Unrestricted

Summary: To present a draft Communication Strategy and update on the consultation process so far.

For Comment

1. Introduction

- 1.1 Kent County Council currently does not have an overarching communication framework to guide and direct communications throughout the organisation. By creating one the organisation not only has a set of principles to adhere to, but our internal and external audiences will have commitments from us on how we will communicate.
- 1.2 The aim of the strategy is to bring coherence to communications across the organisation and provide a framework in which all communications should be undertaken and can be measured.

2. Progress and consultation to date

- 2.1 The draft paper attached has been produced following research into other organisations (both public and private sector) communication strategies as well as those that already exist within the organisation (in Directorates).
- 2.2 Following the production of the first draft, communications specialists in each directorate were approached for input and comment, as well as the wider Communication and Media Centre (formerly Corporate Communications).
- 2.3 The draft was then taken to the Strategic Communications Board (chaired by Peter Gilroy) and amendments made.

3. Next Steps

- 3.1 Further consultation will take place with Senior Management Teams and relevant and interested parties throughout the organisation.
- 3.2 The Strategy will then go to COG and Cabinet for approval.
- 3.3 Following approval, the Strategy will be launched and publicised internally as well as being published on the kent.gov.uk website.

4. Recommendations

- 4.1 The Committee is asked to note the contents of the draft Strategy and revert with any comments to hollie.snelson@kent.gov.uk

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