

# Corporate Plan 2017-2022 Communications Strategy

## Introduction

### *Working together for the future of Denbighshire*

The communications around the corporate plan over the next five years will be undertaken to underpin this aim. Supported by the work done through the County Conversation Campaign and the successes achieved in the previous corporate plan.

## Communications Objectives

- To explain why and how we have chosen to deliver these priorities
- To ensure that we keep our citizens up to date on the progress towards delivering the priorities throughout the duration of the plan.
- To demonstrate that the Council add more value than purely administration of services so that residents understand we are creating *'Lasting change in the quality of life for our residents – for generations to come'*
- To celebrate success when achievements are delivered in each of the priority areas
- To keep the County Conversation live and vital for the next 5 years
- To ensure staff and members feel fully involved with the delivery of the corporate plan

## Approach

Straplines and key messages will be agreed for each priority and used consistently throughout the duration of the corporate plan.

To ensure that key programme successes are promoted effectively, the Communications team will:

- Work with project and service managers to understand how their work fits in with the narrative across each priority.
- Promote key milestones across each programme.
- Coordinate the messages for each priority to ensure consistency , timeliness and adherence to the agreed key message for that priority
- Report progress on Communications objectives to the Corporate Plan Programme boards
- Evaluate the success of the communications through social media analytics and media monitoring
- Ensure effective public and service user engagement is embedded in programme delivery.

## Mechanisms

Existing:	New:
Social media	Engagement Portal
Press media relations	Citizens Panel
Linc/ Linc Live broadcasts -The new intranet platform	
County Voice	
Website Pages	
Staff and Councilors	

## Branding

The branding of County Conversation will be used throughout the next five years to build recognition and brand value. The brand will be used in connection with all consultations, engagement and communication undertaken regarding the corporate plan and the projects that are devised to deliver the plan. All stories will include the agreed straplines which will re-enforce this branding.

**Timescales**

The communication activity will follow the profile of the delivery of projects and activities within each priority and communications timeline will be created in line with the programme board delivery timeline.

The annual report each year will be promoted through a round-up of the achievements for that year and a look ahead at what is coming for the next year. This will be done in March each year.

**Measurement**

The communications objectives will be measured through the Customers Communications and Marketing Service business plan. Each year the outcomes in this plan will reference the specific annual requirement of the corporate plan communications within the context of this strategy. General awareness levels will be measured through the Residents Survey.

**Equalities**

We will ensure that our communications are as accessible, appropriate and as understandable as possible to all those with protected characteristics.

**Welsh Language**

In compliance with the Welsh Language Standards all of our communications activity will be completely bilingual and help to ensure that the Welsh language is treated no less favourably than the English language. We will support the ambition to be 'sector leaders in the development of the Welsh Language in Wales' through the use of Welsh in our communications.