

Communications Strategy 2013

Denbighshire County Council

Outcome	Activity	Lead Officer	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1	Identify three key internal communications marketing campaigns (as well as a programme of activities around the corporate priorities)	Katharine Ellis												
1	Production of electronic information briefings to be included as part of induction training programme.	Katharine Ellis												
1	Communications awareness training for departments (as well as awareness of the new Welsh Language Standards)	Corporate Communications Team												
	Work with departments to prepare for the implementation of the Welsh Language Standards.	Gareth Watson												
1	Further development of the intranet pages to engage staff on corporate issues	Katharine Ellis												
	Share departmental best practice with colleagues through Power Hours	Katharine Ellis/HR Direct												
1	Monthly Team Briefings	Gareth Watson												
1	Three editions of Headlines a year: Spring, Summer and Winter	Katharine Ellis												
1	E-mail updates from Staff Council meetings.	Katharine Ellis												
2	Communications activities around the Customer Charter standards so that customers know what kind of service they can expect from the Council	Jackie Walley / Karen Allen												
2	General publicity to provide particular focus on responding to feedback from customers.	Karen Allen												
2	Communications Plans for the key priorities	Gareth Watson												
2	Targeted marketing campaigns to be agreed by the Council	Gareth Watson/ Vicky Shenton-Morris												
2	Implement the social media strategy	Karen Allen/ Web Team												
2	Produce annual Action Plan to promote the Welsh Language	Gareth Watson												
2	Produce a monitoring report on Welsh language issues for the Welsh Language Commissioner	Gareth Watson												
2	Arrange DCC's presence at the National Eisteddfod	Gareth Watson												
2	Revamp of the corporate website	James Gillett												
2	Production of an A-Z Guide to Service	Gareth Watson												
2	Develop a Marketing Strategy for DCC as a provider of services	Gareth Watson												
2	Develop a Destination Marketing Plan for Denbighshire	Gareth Watson												
2	Create an Events Strategy	Gareth Watson												
3	Communications awareness training for Members (to include general communications and social media)	Gareth Watson												
3	Communications to be a standing agenda item on Member Area Group meetings.	Karen Allen												
3	Monthly e-mail newsletter providing a brief on some of the Council's key issues	Gareth Watson												
3	Produce a programme of consultation and lobbying activities to strengthen links between Denbighshire and the Welsh Government/ Welsh Local Government Association	Gareth Watson/ Sharon Evans												
3	Media training for Cabinet Lead Members	Gareth Watson / Vicky Shenton Morris												
4	Develop a new brand for the Council	Gareth Watson / Vicky Shenton Morris												
4	Training and awareness for staff on branding	Gareth Watson/ Vicky Shenton Morris												
4	Create a template for corporate literature, presentations, council papers etc.	Gareth Watson / Vicky Shenton Morris												
4	Annual monitoring of the corporate branding guidelines to ensure compliance in literature, uniforms, vehicle livery etc.	Gareth Watson/ Vicky Shenton-Morris												