

Scrutiny Committee

Meeting to be held on 13 May 2011

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| Electoral Division affected: None |
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Communications Service

(Appendix 'A' refers)

Contact for further information:

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Executive Summary

In January 2009 the county council initiated a review of its marketing functions, which was later widened to include all communications activity. The process culminated in August 2010 with:

- The formation of a newly centralised communications service
- Establishing a council-wide approach to communications including an 'account management' model for proactive communications
- A 35% reduction in communications staff

This report gives an overview of the service's impact to date, focusing on its performance over the first 6 months to February 2011. Feedback drawn from colleagues across the organisation during February and March has been used to inform the report.

Recommendation

Members are asked to note the report as a basis for discussion about county council communications.

Background and Advice

The report is based in a recent 6-month 'progress report' to the Management Team, which was a condition of the agreement to establish the new arrangements for communications. It gives an overview of the initial impact and role of the new service.

Consultations

N/A

Implications:

This item has the following implications, as indicated:

Risk management

There are no risks to record.

Local Government (Access to Information) Act 1985

List of Background Papers

| Paper | Date | Contact/Directorate/Tel |
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N/A

Reason for inclusion in Part II, if appropriate

N/A