



## DISS TOWN COUNCIL

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| Report to:       | Full Council                   |
| Date of Meeting: | 12 <sup>th</sup> June 2019     |
| Authorship:      | Town Clerk                     |
| Subject:         | Communications Strategy Review |

### Introduction

1. The Council's Communications Strategy was last reviewed in September 2016 (Appendix A).
2. Relevant and up-to-date elements have been brought forward into a revised version (Appendix B), which has been formulated post discussions with Councillors Browne, Howard & Taylor alongside research into policies of other Town Councils.
3. The overarching Communications Strategy should be simple, realistic and deliverable using Council's current resources.
4. The proposed Communications Strategy action plan (also Appendix B) provides more detail on activity for each communications channel.
5. It is proposed that this Strategy is reviewed every four years in line with other Council policy reviews.

### Existing Communications

6. It is acknowledged that Council communications can be improved both internally and externally.
7. The revised Strategy intends to give councillors and staff more involvement in the communications process than the existing Strategy allows.
8. The proposal should also enable the Council to respond more quickly and effectively to correct misrepresented information.
9. And equally as important, the proposed Strategy also ensures, through a Clerk-vetting process, that the information provided reflects Council opinion, is factual & up to date and adheres to the principles in the Government's Code of Recommended Practice on Local Authority Publicity.

### Internal Communications

10. The Communications Strategy Action Plan is focused on our external communications, which will also help improve internal communications.
11. In addition, it is proposed that the Clerk reinstates regular email updates to all councillors / staff on progress at least once in-between monthly Council meetings to keep all abreast of any developments.

### **Recommendation**

To adopt the revised Communications Strategy.