

Appendix A - Communications Action Plan 2017/18

| Objective - Encourage pride in Maidstone | | | | | |
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| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
| Encourage residents to engage in activities that enhance pride in our borough such as litter picks and other volunteering opportunities. | Residents feel a sense of 'ownership' and duty in making Maidstone a pleasant environment for all. | Residents Councillors | Ongoing | High | Providing a clean and safe environment |
| Promote pride in Maidstone via officers and members and in regular communications both internally and externally including campaigns such as 'Love Maidstone' and 'Bag that Poo'. | Increased satisfaction in the council and the efforts we are making to improve the borough for residents. | Residents Staff Councillors | Ongoing | High | Providing a clean and safe environment |
| Market the 'offer' of Maidstone Museum including exhibitions and the new gallery opening plus competitions and other promotions. | Increased awareness and understanding of Maidstone's leisure and culture attractions. | Residents Staff Councillors | At key times throughout 2017-18 | High | Ensuring there are good leisure and culture attractions |
| Objective – Keeping Maidstone Borough an attractive place for all | | | | | |
| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
| Engage with residents through existing and new channels about key improvement projects in the town centre such as the public realm upgrade. | A higher level of understanding from residents about how MBC is improving the borough. | Residents Councillors | Ongoing | Medium | Regenerating the town centre |
| Highlight everyday work being carried out by grounds maintenance and other teams to keep our borough an attractive place for all. | A better understanding of how the council carries out its work and the work teams do within the borough. | Residents Staff Councillors | Ongoing | Medium | Regenerating the town centre |

Objective - Engage with residents in an effective way

| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
|--|---|-----------------------------------|---------------------|---------------|---|
| Use resident data demographics to target 18-24 year olds, over 75 and BME. | An increase in positive participation from the specific age ranges either via our digital communication channels or face to face. | Residents | Ongoing | Medium | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
| Publicise budget roadshows and other resident focused activity and encourage residents to attend and have their say. | Residents feel better informed and engaged in council decisions and confident to give their feedback. | Residents Staff Councillors | July & October 2017 | Medium | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
| Promote council events such as Proms in the Park using all communication channels available and encouraging residents to feedback. | Improved awareness amongst residents of the different cultural events held across the borough. | Residents Staff Councillors | Ongoing | Medium | Ensuring there are good leisure and cultural attractions |

Objective - Satisfaction with the way Maidstone Borough Council runs its services

| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
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| Assist in the production of the council's Narrative Report detailing progress towards achieving strategic plan priorities. | Increased trust in the council. Greater understanding of the council's strategic priorities. | Residents | Annually | Medium | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
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| Introduce the council's refreshed branding jointly with the digital services team launching the new look materials and beta website. | Greater recognition of council branding. | Residents Staff Councillors | October 2017 | High | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
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Objective – Information about council services and benefits

| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
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| Produce two 'Borough Insight' council magazine's for 2017 and consider a further three editions for 2018. The magazine features advertising sold by the communications team in order to keep production costs reasonable. | Residents feeling more informed about the council through a recognised standalone magazine. | Residents Staff Councillors | July 2017 November 2017 March 2018 July 2018 November 2018 | High | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
| A review of our external communications channels including our newsletter and social networking accounts. | More effective communication and better value for money. | Residents Staff Councillors | Annually | Low | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |
| An update of our Social media Strategy, building on our existing social media profile. | Clear direction for the council's use of social media to make sure that it effectively contributes to the council's priorities | Residents Staff Councillors | December 2017 | Medium | We will communicate our vision clearly, openly, accurately and regularly to residents and stakeholders. |

Objective – Staff & Member engagement

| What we plan to do | Anticipated Outcomes | Audience | When | Support level | Strategic Priority |
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| Launch a refreshed Wakey Wakey following consultation with staff and councillors. | Improve staff communication channels to ensure new and existing officers have a better understanding of the council and latest updates. | Staff Councillors | October 2017 | Medium | Putting People First |
| Support annual One Council events to ensure topics are relevant and timely and relate to corporate priorities. Ensure events are followed up with staff feedback and this affects any changes necessary. | Increased employee engagement leading to better understanding of the council's strategic plan and priorities. | Staff | Annually | Low | Putting People First |
| Support HR with their programme of co-ordinated staff communication and engagement activities including - team talks, Staff Forum, health and wellbeing week, and STRIVE awards etc. | Increased employee engagement leading to better understanding of the council's strategic plan and priorities. | Staff Councillors | Ongoing | Low | Putting People First |
| Improve regular communication with councillors to include advance notice of council events and staffing changes | Improved engagement with Members | Councillors | As appropriate | Medium | Putting People First |
| Continue to hold regular member sounding board meetings to ensure Councillors have a chance to share their views on officer projects. | Improved engagement with Members | Councillors | When required | Medium | Putting People First |
| Launch phase 2 of the intranet ensuring the site continues to offer features and functionality that staff | Improved digital communication with staff so they can find information easily and understand | Staff Councillors | October 2017 | High | Putting People First |

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| require | what our key priorities are. | | | | |
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