

| Report of | Meeting | Date |
|-----------------------------------------------------------------------------------------------|-------------------|--------------|
| Chief Executive (Introduced by the Executive Member for Resources, Policy and Performance) | Executive Cabinet | 20 June 2013 |

CAMPAIGNS AND ENGAGEMENT STRATEGY

PURPOSE OF REPORT

- To seek Executive Cabinet approval for the new Campaigns and Engagement Strategy, which replaces the Communications and Marketing Strategy Chorley Council.

RECOMMENDATION(S)

- That the Executive Cabinet approve the Campaigns and Engagement Strategy

EXECUTIVE SUMMARY OF REPORT

- It is vital that the council has an up-to-date and clear focused strategy for communicating information to local residents so this report sets out how we are going change the emphasis of our approach to ensure we make best use of the ever-changing communication world to achieve the objectives set out in the corporate strategy.
- It outlines some of the key issues and challenges ahead as well as setting out the main key areas of focus and campaigns for the year ahead.

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|----------------------------------------------------------|-----|-----------|
| Confidential report Please bold as appropriate | Yes | No |
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| Key Decision? Please bold as appropriate | Yes | No |
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REASONS FOR RECOMMENDATION(S)

(If the recommendations are accepted)

- To provide an up-to-date strategy that enables the council to best communicate with local residents.

ALTERNATIVE OPTIONS CONSIDERED AND REJECTED

- To continue with the current Communications and Marketing strategy.

CORPORATE PRIORITIES

- This report relates to the following Strategic Objectives:

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|----------------------------------------------------------------------------------|---|---------------------------------------------------------------------------------------|---|
| Involving residents in improving their local area and equality of access for all | ✓ | A strong local economy | ✓ |
| Clean, safe and healthy communities | ✓ | An ambitious council that does more to meet the needs of residents and the local area | ✓ |

BACKGROUND

8. This strategy outlines how we will develop from where we are now to where we want to be. It reflects a change in focus of the Policy and Engagement team to be more campaign-led in order to achieve the objectives set out in the corporate strategy, rather than having an external focus of improving and protecting the council's image and reputation.
9. Although it is a change of emphasis, this strategy will play a central role in improving residents' satisfaction. If customers understand and are aware of the services that are available to them, know how to access them and are able to communicate openly with the council, they are more likely to appreciate that they receive value for money services in exchange for the council tax they pay. We want to be sure customers know:
 - Who we are, what we're doing and why
 - How to contact us, get involved or suggest changes or improvements
 - How public money is spent and what is available to them
10. The document attached sets out how implementing coordinated and effective campaigns and engagement can help us serve our residents better and make the council a clearly visible part of improving life in Chorley.

IMPLICATIONS OF REPORT

11. This report has implications in the following areas and the relevant Directors' comments are included:

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| Finance | ✓ | Customer Services | |
| Human Resources | | Equality and Diversity | |
| Legal | ✓ | Integrated Impact Assessment required? | |
| No significant implications in this area | | Policy and Communications | |

COMMENTS OF THE STATUTORY FINANCE OFFICER

12. No comments to add

COMMENTS OF THE MONITORING OFFICER

13. No comments to add

GARY HALL
CHIEF EXECUTIVE

| Background Papers | | | |
|---------------------------------------|-----------|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Document | Date | File | Place of Inspection |
| Communications and Marketing Strategy | June 2007 | Campaigns and Engagement Strategy | Report: http://democracy.chorley.gov.uk/documents/s5836/CommMarktgRept.pdf and Plan: http://democracy.chorley.gov.uk/documents/s5883/CommMarktgStratDoc.pdf |
| Report Author | Ext | Date | Doc ID |
| Andrew Daniels | 5265 | 31 May 2013 | EC – CEstrategy |