

COMMUNICATIONS STRATEGY

EXECUTIVE MEMBER: Cllr Norman Williams
LEAD OFFICER: Malcolm Stevenson, Communications Manager
REPORT AUTHOR: Malcolm Stevenson, Communications Manager

Summary: This report presents Copeland Borough Council's Communications Strategy, which outlines how and why Copeland Borough Council will communicate, and what role officers and members are expected to play.

Recommendation: 1. That the attached Communications Strategy be noted and approved.
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Impact on Delivering Corporate Objectives Improved communications will lead to improved customer satisfaction.

Impact on other Statutory Objectives None

Financial and Human Resource Implications: None

Key Decision Status

- **Financial:** None
- **Ward:** None

Other Ward Implications: None

1. INTRODUCTION

- 1.1 Copeland Borough Council undertook Communications Best Value Review in 2004/05. That review recommended that a communications strategy be formulated and adopted by the council. THE CPA also identified communications as a crucial area for improvement. The Communications Manager has devised a communications strategy in line with Communications BVR recommendations

2. CONCLUSIONS

- 2.1 Executive is asked to approve the Communications Strategy. The strategy will lead to significant improvements in the council's communications activity and have a positive impact on customer satisfaction levels.

List of Appendices

Appendix A – Communications Strategy

List of Background Documents:

List of Consultees:

CT, OSCP, MT