

Communications peer review action plan

Short term actions

Action	Who	How	Blockages	Owner	Target date for completion
Develop internal comms grid	Comms, key ADs with internal messages, (staff feedback on content?)	Interim monthly plan Staff survey, proposed questions	Capacity of service managers to provide updates, need content out of SMB to include	Comms, with AD support	Internal comms group to be set up after internal comms strategy developed – workshop in March.
Change access to social media for staff	Comms, BF	Need to add Fb, Twitter, YouTube, linked in, insta to 'allow list', need to update acceptable usage to reflect use for work purposes	Resistance of managers who believe would be abused, may need to build in checking of history to monitor usage	Becca/IT	Draft acceptable usage strategy completed:31/01/23 New acceptable usage policy in place – summary of changes circulated to staff.
External comms approval process – to cover member engagement	Comms, WLT	Comms draft flowchart for ideal process, WLT feedback, PH feedback, escalation to SMB	Will require change in roles for those already involved, may face some resistance initially	Comms	Flowchart completed 31/01/2023
Comms presence at SMB	Comms, AB	Discussion with AB	None	SMB	In place for WLT meetings – complete Sept 2023.
Skills audit	Comms	Niel and Simon review assessment done for LGA, JDs – upskill where needed	None	Simon Pipe	Complete and team development finalised; training in PPPs.
Key contact relationship building	Comms	Scope how internal and external relationships will be managed – use of key contacts? Be involved with Essex comms network	HTS relationship is strained/complicated	Niel Churchill	Complete

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Resident survey	Comms	Telephone survey – follow on from analysis of Essex residents survey, census and levelling up data	Needs funding (£15-20k), needs action plan after	WLT	Completed in July.
Website – address specific feedback within report		SSO, moving some items to other pages	None	Simon Pipe	Complete
Website – transactional and promotional functions		Discover Harlow decision required; LGA funding for place branding available for internal workshops to update or partner in depth workshops	Decision to be made on whether require new place brand or reboot of Discover Harlow, needs lead from within Harlow (Community Resilience? Regeneration and Strategic growth?)	Simon Pipe	Complete. Discover Harlow now adopted; prospectus finalised and UK Reiff attendance confirmed.
System for ward related issues		Councillor portal		Jo Penney	Complete – launched June 2023.

Intermediate actions

Action	Who	How	Blockages	Owner	Target date for completion
Develop corporate narrative	A Bramidge, LGA, Members, Comms	Work with LGA on corporate narrative Develop refreshed priorities based on above		Niel Churchill	Complete
Agree a communications strategy and annual campaign plan.	Cabinet, SMB, Comms	Overhaul approach to campaign planning, evaluation, and reporting – ensuring impact and delivery is the focus rather than outputs.		Niel Churchill	Draft Strategy complete, to go to Cabinet in March 2024 once finalised. Campaigns plan to be ready for end of April.
Introduce forward plans based on the newly agreed priorities and campaigns.	Comms	Linked to above		Niel Churchill	Linked to above
Reset the relationship between the communications team and the rest of the organisation – be clear about what it does and does not do.	Comms, ADs	Set parameters for how comms teams want to work with the organisation and introduce to ADs and service managers, using proactive approach	None – needs to be sequenced in line with activities above	Niel Churchill	Linked to above, monthly meetings with colleagues based on 5 priorities in place. Will be replicated with new missions.