

Appendix 5

Communications Action Plan				
Recommendation	Current Status	Action	Assigned to	Timeframe
1. Strategy				
Critical appraisal of all communications functions, resources and activities leading to refreshed approach based on VFM principles for 2015/16	<ul style="list-style-type: none"> Evidence gathering and consultation commenced Comms managers assigned evaluation tasks 	<ul style="list-style-type: none"> Complete review and incorporate results and recommendations in strategy and costed publicity plan 	John McDermott	Early March 2015
New Communications Strategy	<ul style="list-style-type: none"> Aligning Comms strategy with Community plan and undertaking budget analysis 	<ul style="list-style-type: none"> Communications Strategy completed 	John McDermott	Mid March 2015
New Communications protocol and style guide	<ul style="list-style-type: none"> Existing protocol in use, under review in particular to develop mechanisms to ensure compliance 	<ul style="list-style-type: none"> Develop a revised protocol combined with style guide providing clarity and support to all communicators Re-launch and mandatory training of all relevant staff about requirements of revised Code Establish programme of testing to ensure compliance with Code 	John McDermott Kelly Powell	April 2015
			Internal Audit	By Dec 2015
2. Digital Focus				
Delivery of digital communications strategy	<ul style="list-style-type: none"> Existing content management system and hardware coming to the end of its life and business case for procurement developed My Tower Hamlets consultation tool under review to ensure VFM 	<ul style="list-style-type: none"> New system to go live in May. Digital communication strategy developed to underpin and enable channel shift in range of Council customer facing activity including communication 	John Hoang Oda Riska	June 2015
New web-based print and design management system	<ul style="list-style-type: none"> Procurement processes complete Plans for roll-out under development 	<ul style="list-style-type: none"> Internal awareness / training programme to be launched to build better print and design procurement competencies across the organisation. Mandatory training for all staff with 	John Hoang Oda Riska	April 2015

		print and design responsibilities.		
3. East End Life review				
Review of options for East End Life refreshing value for money assessment and including options for revised frequency	<ul style="list-style-type: none"> Review of functions of EEL begun 	<ul style="list-style-type: none"> Alternative methods and channels identified and costs explored in light of Digital Strategy above Alternative provision arrangements considered Benchmarking and review of other boroughs Fully costed options for delivery 	John McDermott Helen Watson	April 2015
4. Refreshing internal communications				
Align activity to HR strategy and develop knowledge-sharing culture	<ul style="list-style-type: none"> Phased plan agreed Roll out of quarterly directorate newsletters commenced 	<ul style="list-style-type: none"> Complete plan for suite of products and activities to improve and raise profile of internal communications Develop evaluation and feedback mechanisms 	Kelly Powell John Hoang	August 2015
5. Campaign planning and delivery				
Deliver timely, cost effective and high impact campaign programme with the council's 50 th anniversary as a centrepiece	<ul style="list-style-type: none"> Forward planner being developed with directorates 	<ul style="list-style-type: none"> Delivery and financial planning delivering, where possible, cost neutral activities 	John McDermott	April 2015
Campaign partnerships established with other boroughs	<ul style="list-style-type: none"> Talks in progress with London councils collectively and on resource sharing with specific boroughs 	<ul style="list-style-type: none"> Campaigns delivered taking advantage of economies of scale and broader reach and impact 	John McDermott Sharan Ahmed	August 2015
A detailed three year plan established as a flexible tool for forward planning and proactive media work	<ul style="list-style-type: none"> Forward planner first draft underway Media targets being evaluated 	<ul style="list-style-type: none"> Fully planned and costed projects wrapped around key events Resources more effectively used when reactive media work required 	John McDermott Kelly Powell	April 2015
6. Income optimisation				
A robust business plan identifying new revenue streams, maximising	<ul style="list-style-type: none"> Assessment of resources, markets and potential income 	<ul style="list-style-type: none"> Review to consider options for trading Business plan for communications 	Sharan Ahmed	September

existing income activities and providing a clear growth plan	streams underway	revenues stream complete and approved <ul style="list-style-type: none"> Review opportunities and approach to use of Council poster and other advertising sites 	(with CLC as required)	2015
7. Promoting Cohesion and Equality				
Maximise reach and penetration of minority communities to support Community Plan and One Tower Hamlets objectives	<ul style="list-style-type: none"> BME media work well-established Significant gaps in media activity with other diversity streams 	<ul style="list-style-type: none"> Advisory group/s established 	John McDermott	September 2015
8. Accountability and performance				
Produce highly effective management information and data to enable robust evaluation of Comms activity and informed forward planning	<ul style="list-style-type: none"> Retrospective reporting being replaced with high quality data (e.g to include social media) Comms working with CMT to assess needs 	<ul style="list-style-type: none"> Detailed, timely reporting that meets the needs of corporate and directorate business plans 	John McDermott Raju Miah	May 2015
9. Supporting colleagues				
Communications training and support programme developed	<ul style="list-style-type: none"> Ad hoc training offered on request 	<ul style="list-style-type: none"> A suite of learning and development products aligned to organisational needs 	John McDermott Kelly Powell	August/ September 2015
10. Mayor's Media advisors				
Ensure Mayor's office media support offers value for money and complies with Communications Protocol	<ul style="list-style-type: none"> Commissioning exercise undertaken to test market for media support Specification clarifies that appointed contractors will be subject to Council's terms of employment to include Publicity Code and Communications Protocol One post appointed to, one to be filled 	<ul style="list-style-type: none"> Robust arrangements for monitoring activity of advisor contracts to be implemented including ensuring activity relates to role of Mayor and not in his political role Audit of media advisors' activity to be undertaken 	Murziline Parchment Section 151 Officer	March 2015 By Dec 2015