

2. PEAK DISTRICT NATIONAL PARK AUTHORITY COMMUNICATIONS STRATEGY 2010-2013 (A.61801/JF)

Purpose of the report

1. This report seeks approval for the attached Communications Strategy which aims to:
 - Assist with the delivery of all outcomes in the National Park Management Plan.
 - Provide an overall direction and vision for communications involving the Authority.

Recommendations:

2.
 1. **To approve the attached Peak District National Park Authority Communications Strategy.**
 2. **Authority to make any changes arising from members' comments is delegated to the Chief Executive in consultation with the Chair of the Authority.**

How does this contribute to our policies and legal obligations?

3. The Communications Strategy will contribute to the delivery of all outcomes in the National Park Management Plan, particularly 4, 7, 8 and 9.

Background

4. The Authority's Performance Improvement Plan sets a target of having a corporate communications strategy by April 2010. Alongside this it requires communications plans to support each National Park Management Plan (NPMP) outcome.

The communications plans have been written in the past 12 months. These, combined with individual service plans, work together to direct the day-to-day communications activity of the Authority.

5. The proposed Communications Strategy is intended to sit above these communication plans to:
 - Provide a focus, vision and overall direction for communications within the whole authority.
 - Highlight four transformational communications issues.
6. The staff survey of 2008 and residents' survey of 2009 provided baseline data about the internal and external view of communications involving the Authority. These have been used to identify key communication activities for the strategy, alongside needs identified in the Authority's other strategies and action plans.

Proposals

7. The proposed Communications Strategy covers the period to 2013 and is intended to cover both internal and external communications issues.

This timescale has been chosen to fit in with the next planned staff surveys in 2010 and 2012 and residents' surveys in 2011 and 2013.

These surveys will be used to measure progress against the outcomes set out in the strategy.

8. The key priority within the strategy is to improve communication to the public about planning issues. Performance on this issue is a key contributor to the overall reputation and satisfaction ratings of the Authority, as measured by the residents' survey.

As a result improvement in this area has been identified as a target within both the Performance Improvement Plan for 2010/11 and as a focus for delivering the Authority's Corporate Objectives in the next 12 months.

An action plan is attached in appendix two to illustrate some of the planned improvements that will be delivered by the Communications Strategy and existing service plans.

9. Delivery of the strategy will require the support of all staff and members.

Once approved the strategy will be published on the Authority's internet site. A copy will also go on the Authority's intranet site alongside the existing:

- Media policy
- Design and branding guidelines
- Social media guidelines
- Plain English advice

Are there any corporate implications members should be concerned about?

10. **Financial:** All actions will be delivered within existing service budgets.
11. **Risk Management:** All actions within the strategy will be contained within service plans and the communication plans to support National Park Management Plan outcomes. Each will be monitored using the quarterly performance management process.
12. **Sustainability:** The strategy helps deliver actions within the Climate Change Action Plan by communicating to the public about the Authority's work on this issue.
13. **ICT:** The ability to increase the use of new and social media, in ways that do not compromise security, will be enhanced by the delivery of the Authority's Information Management Strategy.
14. **Communications:** The strategy will give a higher profile to the communications needs of all audiences including residents, visitors, partners, businesses, staff and members.
15. **Background papers**
LGA Reputation Campaign – www.lga.gov.uk/reputation

Appendices

Appendix 1: Peak District National Park Authority Communications Strategy (for approval).

Appendix 2: Planning communication and customer service action plan.

Report Author, Job Title and Publication Date

John Fern, Head of Communications, 18 March 2010