



CABINET – 30TH APRIL 2014

SUBJECT: 'ONE VOICE' CORPORATE COMMUNICATIONS STRATEGY

REPORT BY: ACTING DIRECTOR OF CORPORATE SERVICES AND SECTION 151 OFFICER

-
- 1.1 The attached report, which sought Members' views on the proposed draft 'One Voice' Corporate Communications Strategy, was considered by the Policy and Resources Scrutiny Committee on 15th April 2014.
 - 1.2 Members were advised that the Strategy had been developed to set out the Council's approach to delivering its communication activity and to outline the principles which will underpin this work.
 - 1.3 Consideration of the report followed and Members' comments on additional content were noted for the final version of the Strategy.
 - 1.4 Following discussion on the content of the report, the Policy and Resources Scrutiny Committee unanimously recommended that for the reasons contained therein, the 'One Voice Communications Strategy 2014-2017' be submitted to Cabinet for approval.
 - 1.5 Members are asked to consider the recommendations.

Author: R. Barrett, Committee Services Officer, Ext. 4245

Appendices:

Appendix 1 Report to Policy and Resources Scrutiny Committee on 15th April 2014 – Agenda Item 7(3)