

Name of meeting: Overview and Scrutiny Management Committee

Date: 5 December 2023

Title of report: Communications Strategy: update 2024

Purpose of report: The draft Communications Strategy update (Appendix A) sets out the service’s proposed priorities and business plan for 2024.

The report is presented to the Committee for noting and to receive comments.

Key Decision	No
The Decision - Is it eligible for call in by Scrutiny?	No
Date signed off by <u>Strategic Director</u> & name	23-11-23 - Rachel Spencer-Henshall
Cabinet member: Corporate Services	Cllr Paul Davies

Electoral wards affected: All.

Ward councillors consulted: No.

Has GDPR been considered? Yes. No implications.

- 1. Information required to take a decision**
The draft strategy is presented to the committee for noting and to receive comments.
- 2. Implications for the Council**
The Communications Strategy supports the work of the council through communicating and marketing the council's priorities and activities.
 - 2.1 Working with People**
Understanding Kirklees residents and audiences is at the heart of the Communications Strategy.
 - 2.2 Working with Partners**
Partners were consulted in drafting the original strategy and are a key part of delivering many of the activities set out in the business plan.
 - 2.3 Place Based Working**
Tailoring messages to different audiences in various geographic communities across Kirklees is a key part of the strategy's mission.
 - 2.4 Climate Change and Air Quality**
The business plan includes promotion of the council's work on climate change and net zero.
 - 2.5 Improving outcomes for children**
The business plan includes promoting access to services that improve outcomes for children.
- 3. Consultation**
None.
- 4. Next steps and timelines**
Following comments from scrutiny, the strategy will be presented to Cabinet in December 2023 for implementation in 2024.
- 5. Officer recommendations and reasons**
Members are asked to note the report and provide feedback.
- 6. Contact officer**
Marcus Bowell, Head of Strategic Communications (marcus.bowell@kirklees.gov.uk)
- 7. Background Papers and History of Decisions**
None
- 8. Service Director responsible**
Andy Simcox, Service Director for Strategy and Innovation (andy.simcox@kirklees.gov.uk)