Item 08
Communications Report.

The following proposals from the executive summary of the Communication Report were agreed by P&F:

1. Carry out an exercise to identify KPC's values and priorities (aims and objectives). It was agreed that this is a priority for the Council and the Clerk is investigating professional facilitators to carry out an exercise to survey residents and establish the Council's key priorities.

2. Maintain a Communications Group to bring forward an aims-based Communications Plan and carry forward items for future phases.

3. Create and adoption a Media Policy and Communication Strategy.

4. Create a Communications Plan based on our values and priorities that enables us to share what we do, how we do it and why we do it with all areas of our diverse community with a much greater frequency. This plan should be 'aims' based and provide details on appropriate channels, timings, follow up and expected interactions.

5. Include engagement actions within the Communications Plan and make provision for a related budget, which encompasses KPC events, face to face surgeries and other outreach areas identified in this report linked to the aims-based Communications Plan.

6. Officers and Councillors should undertake ongoing training on communications to reflect the continually evolving communication landscape and trends. The training will support the maintenance and delivery of an effective Communications Plan. Particular focus should be given to the use of social media to ensure that we are maximising its capabilities without compromising the code of conduct.

7. Officers and the Communications Group carry out a full review of the Council website, update or replace as required, with the assistance of specialists.

8. All Councillors and Officers should have ID and Business Cards for use when speaking with residents face to face. This has subsequently been actioned.

9. Request the Personnel Committee/Clerk to consider employing a Comms Lead/Officer role.