

Standards Committee

AGENDA STATUS: PUBLIC

Report Title	STANDARDS COMMITTEE COMMUNICATIONS STRATEGY
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Date of Meeting:	14 th June 2010
Directorate:	Borough Solicitor & Monitoring Officer
Ward(s)	All

1. Summary

This report proposes that the Committee adopts a Communications Strategy to promote the work of the Council's Standards Committee and the importance of ethical governance. The Strategy focuses on a National and Local Context and seeks to put forward innovative ways of taking the Committee's agenda forward. The Strategy's objectives have an internal and external perspective, looking to engage key political, managerial and commercial stakeholders to drive its agenda forward.

2. Recommendations

The Committee is asked to note the contents of the report and to approve the draft Communications Strategy at Appendix 1.

3. Report Background

- 3.1 Following the Committee's "Away day", on 1 September 2009 one of the key issues discussed was the desire by members of the Committee to raise the profile of the Ethical agenda both internally and externally. It was therefore agreed that the Committee would approve a Communications Strategy to engage internal and external stakeholders. The Monitoring Officer and the Chair of Standards have met with a number of Officers to discuss the best way forward and the attached proposed strategy identifies key actions to take the strategy forwards.
- 3.2 The Committee are asked to approve the strategy. The delivery of the strategy will require resourcing, mainly through Officer time and dates and priorities in the action plan to deliver the strategy will reflect the available organisational resourcing.
- 3.3 The Committee will be updated regularly on the progress of the strategy.

4. Implications (including financial implications)

4.1 Resources and Risk

It is likely that the Strategy will require resourcing through Communications.

4.2 Legal

None, other than are set out in the body of this report.

4.3 Other Implications

None

5. Background Papers

None

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