

FAREHAM

BOROUGH COUNCIL

2024/25
Decision No.
2588

Record of Decision by Executive

Monday, 4 November 2024

Portfolio	Policy & Resources
Subject:	Communications and Engagement Strategy
Report of:	Assistant Director (Democracy) & Deputy Monitoring Officer
Corporate Priority:	Responsive, Inclusive and Innovative Council

Purpose:

To seek approval to consult on the Draft Communications and Engagement Strategy, which sets out proposals for how the Council will communicate and engage with our diverse audiences.

The creation and implementation of a new Communications and Engagement Strategy is a key project to be delivered under Priority Six of the Corporate Strategy 2023 – 2029 which aims to ensure we are ‘a responsive, inclusive and innovative Council’.

The Communications and Engagement landscape has changed during recent years, with many more people consuming news and engaging online. However, a core group of people prefer to engage using more traditional methods.

To ensure we continue to meet the needs of our diverse audiences a draft Communications and Engagement Strategy has been developed. This is based around a series of proposed aims, supporting priorities and projects with which to guide better communications and engagement with both external and internal customers of the Council.

Approval is sought to consult on the draft strategy.

Options Considered:

The comments of the Policy and Resources Scrutiny Panel were taken into account in considering this item.

As recommendation.

Decision:

RESOLVED that the Executive approves a public consultation on the Draft Communications and Engagement Strategy.

Reason:

To ensure that the Council's approach to communications and engagement reflects the changing needs of our staff, residents, businesses and partners.

Confirmed as a true record:

Councillor SD Martin (Executive Leader)

Monday, 4 November 2024