

AGENDA ITEM NO. 12

To: ECONOMIC DEVELOPMENT COMMITTEE		Subject: PLANNING AND ENVIRONMENT DEPARTMENT COMMUNICATIONS – PROGRESS REPORT
From: DIRECTOR OF PLANNING & ENVIRONMENT		
Date: 24 AUGUST 2000	Ref: CMcA/REP725	

## 1. Purpose of Report

- 1.1. Further to a brief received from the Planning and Environment Management Team, the department has set up a Communication Group with the task of reviewing and recommending actions which would lead to improved internal and external communications. This report seeks to update elected members on the progress to date.

## 2. Intranet

- 2.1 The Communications Group were asked to respond to the requirements of the Corporate Intranet. This will be a service that will be accessible to elected members and will be a useful source of reference and information. The Communications Group considered the issues and prepared an Information Framework. The main items being recommended for inclusion on the Planning & Environment Departmental Intranet site are:-
- 2.2 Home Page: -The Home Page should be kept simple with only a short introduction to the page and a few main headings. Main headings will then provide links to the various subjects (example) as follows:
- 2.3 Policy and Procedures  
A-Z of Services  
Current Initiatives / Projects  
Publications  
Committee Reports (Non-confidential)
- 2.4 The main headings above would then link to further information as follows: -
- 2.4.1 Policy and Procedures  
European & External Funding Information  
Health and Safety Guidelines  
Procedures  
Information and Research
- 2.4.2 A-Z of Services  
Building Control  
Economic Development  
Protective Services  
Planning  
Transportation  
Information Systems  
Graphic Design  
Support Services

## Road Safety

### 2.4.3 Current Initiatives / Projects

Ravenscraig  
Town Centre News and Services / CCTV  
Performance Updates  
Working Group Updates  
Training and Conferences  
Local Agenda 21

### 2.4.4 Publications

Business Directory  
Transplant Staff Newsletter  
Economic Bulletin  
Planning Strategy Document  
Transportation Strategy

### 2.4.5 Committee Reports

2.5 Intranet Training: - This information could be made accessible at various levels according to how it is qualified including by service/department/council wide. This service should be well developed and available to members by the end of the year.

2.6 As part of increasing awareness and encouraging greater use of internet and intranet facilities for both accessing and delivering services, a series of presentations for all staff is being organised. Following on from this further training needs will be identified for those staff who are involved in the development and implementation of Internet and Intranet projects.

## 3. Transplant Staff Newsletter

3.1 The department has been producing a staff newsletter for 2 years now and a number of recommendations have been made which is intended to make the publication more cost effective and relevant to staff. The steps taken include: -

3.2 The publication is no longer printed but produced on-line and emailed to all staff. This deletes any print or circulation costs.

3.3 A member of staff from the Marketing Team will now chair the Transplant Staff Working Group and take lead responsibility for the production of the document, specifically with regards to generating copy and news stories. In addition, new representation has been sought from each of the department's services and offices to replace existing representation where appropriate

3.4 A new schedule of production has been drawn up which will ensure that the newsletter is produced four times a year.

## 4. Future Developments

4.1 The Communications Group have agreed to develop a departmental leaflet/brochure promoting the department's services and providing signposting information.

## 5. Conclusion

5.1 The Communications Group meet on a regular basis and will continue to identify communication improvements for all services. However many of the departments communication problems will be dealt with as part of the restructuring. It is intended that following the restructuring, a tracking system to measure customer satisfaction on a range of issues including communication and access to services will be measured and improvements to services closely monitored. This will be reported to committee as part of the regular monitoring of the service standards and performance of the department.

## 6. Recommendation

6.1 That the committee notes the contents of the report.



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Date of Report 25 July 2000