

# **Washington Area Committee**

**2 July 2009**

## **Report of the Chief Executive**

### **Developing Community Communications to support Area Committees 2009-10**

**Strategic Priority: 1, 2, 3, 4, 5**

#### **1. Why has it come to committee?**

**1.1** Input is sought from the committee to inform the development of a Community Communications action plan.

#### **2. Background**

**2.1** The council is reviewing how it delivers communications and marketing and a priority is to ensure we are communicating with all our different audiences, especially at a local level.

Through the Community Leadership Programme, Councillors have raised the importance and need for the City to communicate effectively with local people.

The Community Leadership Communications (Recognition for Action Project) is one work stream under the programme which will focus on ensuring local people are involved, engaged, participate and influence what public services are doing at an area level.

#### **3. Area Communications**

**3.1** The communications team would like to assist the Area Committees in promoting the Local Area Plans and agreed work plan during 2009-10 and beyond.

To support this, we would like to ask Area Committees to help us identify different ways to communicate with local residents for inclusion in the Community Communications Plan.

We would also like to invite Area Committees to make suggestions for communications materials to support promotions and information provision in the area.

#### **4. Recommendation**

4.1 To inform and support the development of a Community Communications Plan, by discussing and agreeing: different approaches and methods of communicating with local residents and by making suggestions for communications materials for further development.

## 5. **Background papers**

None

6. **Contact Officer:** Deborah Lewin, Interim Head of Corporate Communications.  
Tel: 561 1135, e-mail: [deborah.lewin@sunderland.gov.uk](mailto:deborah.lewin@sunderland.gov.uk)