

MEETING: 15 DECEMBER 2008

SUBJECT: CHARTERED INSTITUTE OF PUBLIC RELATIONS AWARDS 2008

JOINT REPORT OF THE CHIEF FIRE OFFICER, CLERK TO THE AUTHORITY AND FINANCE OFFICER.

1. INTRODUCTION

- 1.1 The purpose of this report is to inform Members that, for a second year, the Authority's work to improve communications with staff has been officially recognised by experts in the corporate communications industry.

2. BACKGROUND

- 2.1 The Chartered Institute of Public Relations (CIPR), which is the professional body for the public relations industry recognises excellent and innovative work in the area of communications and public relations through an annual awards process, namely PRide Awards. The awards are open to both the public and private sector, cover a number of categories and attract a large number of entrants. In 2007, for example, there were over 1,500 entrants UK-wide and 24 award categories.

3. THE AWARDS

- 3.1 For this year's awards the Authority's Staff Communications Strategy was entered in the internal communications category. This strategy was adopted by the Authority in December 2006 (Minute 82/2006 refers) and it included a three year action plan to improve communications within the service.
- 3.2 At the North East CIPR PRide Awards ceremony, was held on Friday 14 November, Tyne and Wear Fire and Rescue Authority was awarded the Silver Award in the Internal Communications Category for the work undertaken to improve communications with staff.
- 3.3 Of the Tyne and Wear submission the judges said, "Tyne and Wear Fire and Rescue Authority had to address a very challenging staff situation. Not only did they develop and implement a series of highly effective activities, the judges were particularly impressed with the success of the two-way communication initiatives throughout the whole campaign. Impressive results, well thought through, and delivered well."
- 3.4 The award is external recognition by a professional body for all of the hard work and effort that staff and Members have put into improving the internal communication processes and the Chief Fire Officer believes that everyone involved can be proud of this achievement.

4 RECOMMENDATIONS

4.1 The Authority is recommended to:

- a) note the silver award form CIPR for the Staff Communications Strategy.
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BACKGROUND PAPERS

The undermentioned Background Paper refers to the subject matter of the above report:

- Staff Communications Strategy, 2006-09, August 2006