

Coalfield Area Committee

9th September 2009

Update on Community Communications to support Area Committees 2009-10

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

1. Why has it come to committee?

1.1 The report provides an update for the committee on the development of the 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 have agreed the following overarching objective for delivery October 2009-April 2010

To promote the Community Leadership role of Area Committees and to publicise their effectiveness in addressing local priorities identified by local residents in an effective, timely manner by

- Strengthening the capacity of Area Committees to communicate with their communities and to engage with them most effectively
- Raising awareness with local residents of what Area Committees are, what they do and how to get involved
- Encouraging communities of interest to join up across an Area through better coverage and promotion through events and publications
- Developing a toolkit of materials to support Area events and promote Area activities, share Area news and facilitate Area debate

4. Recommendation

4.1 To note the current plan of work.

5. Background papers

None

6. Contact Officer: Julie Heathcote. Area Communications Link Officer,
Tel: 561 1629, e-mail: Julie.heathcote@sunderland.gov.uk