

**Subject:** Promoting “Serious About Standards” Communications Strategy

**Status:** For Publication

**Report to:** Standards Committee

**Date:** 24<sup>th</sup> February 2009

**Report of:** Executive Director – Business

**Portfolio**

**Holder:** Finance and Resources

**Key Decision:** No

Forward Plan

General Exception

Special Urgency

**1. PURPOSE OF REPORT**

- 1.1 To outline a Strategy to promote the Standard’s Committee’s message of being “**Serious About Standards**”
- 1.2 The Standards Committee has a key role to play in creating an ethical organisation and setting an example for the Council. The Strategy and Action Plan will help to explain to the public, partners and other stakeholders what the Council does to make sure it is governing ethically.

**2. CORPORATE PRIORITIES**

- 2.1 The matters discussed in this report impact directly on the following corporate priorities and associated corporate objective.
- Well Managed Council (Improvement, Community Network)

**3. RISK ASSESSMENT IMPLICATIONS**

- 3.1 Without the strategy and action plan the Council may not achieve the culture of high ethical standards / or maintain current high standards.

#### **4. BACKGROUND AND OPTIONS**

- 4.1 The “Serious About Standards” campaign is in its early development and was one of the key messages in the standards awards submission to the Local Government Chronicle.
- 4.2 A lot of work has already been done to raise the profile of the Standards Committee and to communicate the Ethical Governance Agenda. The draft communications strategy sets out the approach to promoting the SAS campaign.
- 4.3 The draft Communications Strategy and Action Plan is set out in Appendix 1 and highlights key actions to raise awareness both internally and externally.

The aim of the Strategy is :

- To raise the profile of the Ethical Governance agenda and the work of the Standards Committee internally and externally
- To improve understanding amongst Officers and Members as to the importance of Ethical Governance.
- To explain to the public, partners and other stakeholders what the Council does to ensure it is governing ethically.

#### **COMMENTS FROM STATUTORY OFFICERS:**

#### **5. SECTION 151 OFFICER**

- 5.1 No specific financial implications arising from the report.

#### **6. MONITORING OFFICER**

- 6.1 No additional comments to add to the report.

#### **7. HEAD OF PEOPLE AND POLICY (ON BEHALF OF THE HEAD OF PAID SERVICE)**

- 7.1 No implications on human resource matters.

#### **8. CONCLUSION**

- 8.1 The Strategy and Action Plan sets out key actions to raise the profile of the Ethical Governance agenda. It will be an evolving document and regular updates to the Standards Committee will be published.

**9. RECOMMENDATIONS**

9.1 That the Standards Committee agrees the Communication Strategy and Action Plan.

**10. CONSULTATION CARRIED OUT**

10.1 Portfolio Holder for Finance and Resources

**11. COMMUNITY IMPACT ASSESSMENT**

Is a Community Impact Assessment required No

Is a Community Assessment attached No

**12. BIODIVERSITY IMPACT ASSESSMENT**

Is a Biodiversity Impact Assessment required No

Is a Biodiversity Impact Assessment attached No

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No background papers