

REPORT TO: POLICY COMMITTEE ON 30 APRIL 2008

SUBJECT: MEDIA STRATEGY

BY: CHIEF EXECUTIVE

1. REASON FOR REPORT

1.1 The reason for the report is to advise the Committee of revisions to the Media Strategy.

1.2 This report is submitted to Committee in terms of Section A (59) of the Council's Administrative Scheme relating to formulation and review of council-wide policies and strategies, including standards and levels of service.

2. RECOMMENDATION

2.1 Members are asked to approve the Media Strategy.

3. BACKGROUND

3.1 In June 2006 a Media Strategy was approved by members of the policy and resources committee. It is council policy that the strategy be revised and brought back to committee at regular intervals for approval. Since the last strategy there have been a number of developments and events that have prompted a complete re-drafting of the previous strategy (**Appendix 1**). These include operational changes, a new administration, and an increase in the remit of the communications team.

4. SUMMARY OF IMPLICATIONS

(a) Corporate Development Plan/Community Plan/Service Improvement Plan:

The strategy meets the corporate priorities of delivering better services year on year, and the principles of continuous improvement and transparency.

(b) Policy and Legal

There are no legal or policy implications arising from this report.

(c) Resources (Financial, Risks, Staffing and Property)

There are none arising from this report.

(d) Consultations

The Council's Senior Management Team has been consulted and agree the scope of the strategy.

5. CONCLUSION

5.1 Members are asked to approve the media strategy

Author of Report: Peter Jones, Communications and Public Performance
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Background Papers: None

Ref: