



St Edmundsbury
BOROUGH COUNCIL

C316

Cabinet 1 February 2012

Recommendations from Shared Services Steering Group: 23 November 2011

Cabinet Member: Cllr John Griffiths Chairman of Group: Cllr David Ray

1. Shared Services Communications Strategy

RECOMMENDED:-

That the updated Shared Communications Strategy, as detailed in Report SSG11/002, be approved.

Some elements of the previous Communications Strategy have been implemented, such as the agreed communications protocols and shared branding. Much is still relevant, such as the matrix identifying methods of communicating with stakeholders. The updated document complements the original Strategy and will be supplemented, at the appropriate times, by more detailed communications action plans.

The main objective of the updated Strategy is to ensure Councillors and staff have the information they need, over the next year, to understand the Shared Services process, so that decisions can be taken in the relevant democratic forums to deliver joint services across the Council boundaries.