

## 2. COMMUNICATION POLICY - PROCESS

The Committee considered a report from Kay Carston (Team Leader, Communication Representatives) which signalled a proposed process together with possible contents of an overall communication policy.

The proposed process would recognise:

- A policy that would acknowledge and drive the need for a corporate communication strategy plus standards/policies for a number of areas which contribute to the Council's overall communication philosophy.
- That those people within the Council's organisation involved with communication are aware of the proposed policy and are given an opportunity to provide feedback.

and the contents would include:

- Reason for the policy,
- Definition of communication from the Council's perspective,
- Communication objectives,
- Communication principles,
- Legal requirements and implications,
- Recognition of the roles the Council fulfils in its communications,
- Relationship to other policies eg consultation,
- A definition of the key audience groups.

The Committee **decided** to accept the content and process outlined in the report as the basis for progressing a corporate communication policy.