

NORTH YORKSHIRE COUNTY COUNCIL

STANDARDS COMMITTEE

18 May 2009

**Communications Strategy**

<b>1.0</b>	<b><u>PURPOSE OF THE REPORT</u></b>
1.1	To review the Standards Committee's Communications Strategy.

**2.0** **BACKGROUND**

1.1 The Committee agreed, through its forward Work Programme, to review its Communications Strategy at today's meeting.

**3.0** **REVIEW OF STRATEGY**

2.1 The Communications Strategy and its Action Plan are attached at Appendix 1 for Members' information and comments. The Action Plan has been annotated to indicate where action has been undertaken. Members will observe that the majority of items on the Action Plan have now been actioned.

2.2 In terms of the type of promotional work undertaken since the implementation of the Strategy, some examples are set out below:

- an article on ethical conduct in 'County Talk', the staff newsletter, which reaches all staff with their payslips;
- standards articles, on separate occasions, in NY Times, the Council newspaper;
- independent Member vacancies being additionally published in the NY Times where timescales have permitted, usually accompanied by some information on the work of the Standards Committee;
- the inclusion of an A to Z guide to Council services in the NY Times, containing contact details for the 'Ethical standards and monitoring officer';
- a questionnaire on standards matters was produced and formed part of a wider questionnaire distributed to the Citizens' Panel in August 2007;
- the use of the various standards statements agreed by Council, for example, the inclusion of the Council's standards statement on the 'Conduct and Disciplinary' page of the Intranet, along with a link to the 'Councillor Conduct' section of the website. Use of the statements generally is the subject of a separate report to this meeting of the Committee;
- standards training for Members and Officers;
- the production and circulation of the Committee's Standards Bulletin.

2.3 Members are requested to consider whether any amendments are required to the Committee's Communications Strategy. Any necessary revisions to the Strategy in light of Members' comments will be brought to a future meeting of the Committee.

<b>4.0 RECOMMENDATIONS</b>
4.1 That Members review the Committee's Communications Strategy and determine whether any amendments are required.

CAROLE DUNN  
Assistant Chief Executive (Legal and Democratic Services) and Monitoring Officer

Background Papers:

Minutes of Standards Committee meetings 2006 – 2009.

County Hall  
NORTHALLERTON

7 May 2009