



20 October 2016

Agenda Item: 4

**REPORT OF SERVICE DIRECTOR, COMMUNICATIONS AND MARKETING
VIA COMMUNICATIONS AND MARKETING ACTIVITY PROTOCOL**

Purpose of the Report

1. To inform members of the Via Communications and Marketing Activity Protocol that lays down agreed working arrangements that have been devised and agreed by Communications and Marketing teams and both the County Council and Via.

Background

2. In July the County Council signed a contract with Via East Midlands Ltd (Via) to provide a number of highways related services.
3. Communications and Marketing teams have been working together to establish working protocols which provide clarity on which organisation is responsible for a range of communication and marketing related activities.
4. The aim is to promote clearly and openly our services, decisions and activities to local people, while offering a professional service to local and national media.
5. The protocol includes the following areas:
 - Media and customer enquiries
 - Crisis/Critical incident management
 - Photocalls
 - Media monitoring
 - Branding
 - Digital communications
 - Disruption/Emergencies
6. The key arrangements to note include:
 - Via will lead on media relations and marketing for day to day operational service delivery such as roadworks, pothole filling, street lights, road closures and road signage
 - The County Council will retain responsibility for matters of policy and strategy
 - The County Council will also retain lead responsibility for communicating with the public around winter maintenance, including gritting.
 - Via has established its own brand and associated guidelines

- Whilst Via will establish its own digital channels, the County Council's website and Social Media channels will remain the primary source of digital information for residents.

Statutory and Policy Implications

7. This report has been compiled after consideration of implications in respect of crime and disorder, finance, human resources, human rights, the NHS Constitution (public health services), the public sector equality duty, safeguarding of children and adults at risk, service users, sustainability and the environment and ways of working and where such implications are material they are described below. Appropriate consultation has been undertaken and advice sought on these issues as required.

RECOMMENDATION/S

- 1) That members note the Via Communications and Marketing Activity Protocol and the changes to operational media relations activity.

Marie Lewis
Group Manager, Communications and Marketing

For any enquiries about this report please contact:
Marie Lewis, 0115 977 4918

Constitutional Comments

8. This report is for noting only.

Financial Comments (SES 30/09/16))

9. There are no specific financial implications arising directly from this report.

Background Papers and Published Documents

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

- None

Electoral Division(s) and Member(s) Affected

- All