

RUNNYMEDE BOROUGH COUNCIL COMMUNICATIONS POLICY

Runnymede Borough Council stays in touch with its communities, to make sure everyone is involved and informed. It is important to us that all in Runnymede understand the changes, developments and initiatives that are shaping our borough.

Our communications unit works to keep you informed about:

- What Runnymede Borough Council does
- The decisions it makes on providing and funding services
- Plans for the future and the challenges the Council faces

We give you the knowledge you need through *Runnymede Voice*, in media statements and other publications and through this website. We also help to feed your views back to the Council's decision makers so they have up-to-date information on your opinions.

Communication and Marketing

The Communication Manager leads on the Council's communication and marketing activities. The Unit also provides advice and support to Council officers and elected members.

Strategic Aims

To raise understanding and awareness of the Council, its services, the role of Councillors and the democratic process

- To build and maintain an effective two-way dialogue between the Council and the full range of individuals and groups across the borough and beyond
- To influence behaviour, deliver 'public education' messages and to contribute to positive outcomes
- To support the effectiveness and efficiency of the Borough Council by promoting effective communication between the authority and partner agencies and key decision makers
- To support the effectiveness and efficiency of the Council itself through supporting effective internal communications
- To work with partners to market the borough more widely

To raise understanding and awareness of the Council, its services, the role of Councillors and the democratic process

Communication Protocol

The aim of the protocol is to ensure the council makes the best use of its resources. It sets out the respective roles of members and officers in dealing with the media.

[View the Protocol](#)

Teams

Corporate Communication

- Internal communication across the Council, such as through a Chief Executive's newsletter that is being set up
- Translation and interpreting and communication support service.
- Publications and service information, for example Runnymede Voice
- Accessible information standards

Marketing

- Marketing campaigns in support of key priorities such as reducing traffic congestion, providing affordable homes, and getting residents to value and take care of their local environment.
- Service and event marketing

Media Office

- Media enquiries and news releases
- Forward planning of media activity
- Media and Press Policy

Web and Intranet Content

- Corporate content provision
- Structure and navigation
- Content standards and accessibility
- Advice and support to authors

Public affairs

- Developing our links with businesses and with key decision makers in government and partner agencies
- Raising our profile and most effectively putting the borough's case to key decision makers

The Council's Communications Unit's activities involve the Administration, the 42 Borough Councillors who cover 14 political wards, including those civic events led by the Mayor of Runnymede, and our partners in the borough which also deliver public services to our residents.