



Meeting	Performance and Resources Board	Agenda Item	7
Meeting Date	30 September 2019	Report Number	
Report Author:	Emily Cheyne		
Presented By	Rick Hylton, DCFO		
Subject	Corporate Communications and Marketing Strategy		
Type of Report:	Information		

1. RECOMMENDATIONS

Members of the board are asked to note the Corporate Communications and Marketing strategy.

2. BACKGROUND

The ECFRS Corporate Communications and Marketing Strategy was first developed in 2016 in line with the 2016-2020 IRMP.

It was approved by:

- The Service Leadership Team
- The Expert Advisory Panel
- RSM Auditors (2016/2017)

The strategy has been informed by:

Your Voice employee forum sessions, fire station workshops (across wholetime and On-Call stations), external social media polls, Expert Advisory Panel guidance and peer to peer feedback.

Since its initial development, the strategy has been updated to reflect:

- Change in governance arrangements to a PFCC
- Review and use of new channels

While this is the overarching strategic plan, the corporate communications team develops specific communication and marketing plans as relevant for projects and initiatives for the Service.

Looking ahead

The team will develop and evolve this strategy to reflect:

- The Fire and Rescue Plan
- The IRMP 2020-2024
- Specific campaign focus based on data and intelligence
- Updated NFCC campaigns calendar
- HMICFRS feedback (due December 2019)

3. BENEFITS AND RISK IMPLICATIONS

None

4. FINANCIAL IMPLICATIONS

None.

5. EQUALITY AND DIVERSITY IMPLICATIONS

None

6. WORKFORCE ENGAGEMENT

None

7. LEGAL IMPLICATIONS

None

8. HEALTH AND SAFETY IMPLICATIONS

None specific to this report