

<b>Channel received</b>	<b>Theme</b>	<b>Description</b>	<b>Response</b>
Email	Objectives	Ensure consistency across corporate approach and insert in objectives. Update corporate value to reflect the aim for excellence	There needs to be corporate consistency and this is incorporated into objectives. Updated corporate value to reflect comments
Email/verbal	Town & Parish Council communications	Recognise strength of parish/town councils and include in strategic approach. Ensure communications are not only city centric. Frustrations voiced regarding service response times and engagement with parish councils. More opportunity to use parish magazines for messaging. Members should have better visibility and oversight of parish council comms and inclusion at parish summit.	A dedicated engagement strategy will be developed to support the parish/town councils and ensure sufficient information and engagement, as an interdependent document.
Email/verbal	Planning visibility	Promotion on social channels of planning applications and content focused for parish council social media community pages and parish magazines.	As above, a dedicated strategy to provide parish councils with online and offline content that is easy to share and relevant to their community. The current planning web page enables anyone to sign up to alerts in their area, more promotion could be undertaken with key stakeholders.
Email	Managing expectation	We should manage the message to the community and be honest when things aren't achievable or realistic.	Reflected as part of wider objectives on feeling informed and understanding of council's role
Verbal	Plain English	Use clear and understandable language- don't speak in code.	Work will be undertaken to encourage culture change and behaviour change.
Verbal	Digitisation	The council should improve digital channels to allow for better services and to improve efficiency. The website should be clear and provide useful services to residents. Negative experience affects reputation.	A transformation programme is underway to improve the website functionality and to digitise services. Website content should be updated to provide a useful and useable experience for our residents.

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Verbal	Listening	The communications strategy should reflect the listening element of working with the community.	Sufficient engagement with stakeholders should be part of our corporate approach and culture. A range of tools are in development to support services and effective communication and engagement should be a standard approach as part of all of our work.
Verbal	Positive promotion	More positive news about Herefordshire should be shared	As part of the corporate campaign approach we are looking for ways to celebrate Herefordshire and share the great promotion as part of work such as tourism. This is reflected in our objective to develop pride in the county.
Verbal	Website	Website content should be more supportive, easier to search. Negative experience affects reputation.	There are planned improvements to the website search and content to ensure all content is useful, usable and customer-focused. There is further work to develop improved functionality and processes to keep content up to date and accurate will be included as part of this.
Verbal	Communication channels	Consideration should be given to ensure we support those who are not online or comfortable using digital channels. Services should be contactable by telephone. Herefordshire Now is a helpful resource for those not online	While we should provide an 'always on' positive digital experience for people who wish to engage and transact online, we should reserve our resource for those who do still need to engage personally. All our service contact details should be clearly available and supported.
Verbal	Pothole reporting system	Improvements should be made to the report a pothole process to allow for visibility and updates on progress. Negative experience affects reputation.	The vision is fully automated digital processes that give real time visibility to customers and services to help limit need for manual updates.

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Verbal	Partner/ Contractor communications	Quality assurance should be in place to ensure contractors and partners working on our behalf are aware of the commitment and need to communicate effectively.	Work will be undertaken to demonstrate communications strategy objectives and narrative and to ensure there are assurance processes in place with contractors and partners.
Verbal	Consultations	Consultations should be effective and targeted to the right audience, using the appropriate channels for them.	A corporate consultation approach should be observed by all services and sufficient engagement practices with stakeholders should be undertaken at the right time, in the right way.
Verbal	Service contacts	Councillors should have a list of key contacts to identify people as service representatives.	The website should be the first port of call for all customer support queries, as it allows information to be accessed by the public as well as councillors. It also provides opportunity for councillors to demonstrate where they found the information and share it more widely. Website content should be up-to-date, useful and useable to allow this to be quick and easy.
Verbal	Support for councillors	It is not clear what support is available for councillors or how to access it. This becomes more difficult when working remotely and less opportunity for peer support.	There should be easy and accessible information for councillors to access to help support them in their role. The improvements to intranet services should assist this, along with a more structured way of hybrid working. The weekly email from the Chief Executive provides a full round-up of weekly activity and more work will be done to understand what other information and assistance may be required.