



Hinckley & Bosworth  
Borough Council

*A Borough to be proud of*

# COMMUNICATIONS STANDARDS

*This information has been taken from our Communications, Consultation and Community Engagement Strategy which sets out how we will convey messages effectively.*

*The strategy is available in full on our website ([www.hinckley-bosworth.gov.uk](http://www.hinckley-bosworth.gov.uk)). There is also more information about how you can get involved and have your say on how we communicate.*



## Our ambitions:

- Clearly inform people about our services,
- Communicate our successes to residents, and through councillors, staff, partners and other stakeholders
- Engage and listen to the views of all our residents and act upon them
- Ensure that all residents can participate effectively in communication, regardless of their race, gender, disability, religion, sexual orientation, or age

## The key guiding principles for all communications are:

- Honesty
- Openness
- Accessibility
- clarity and use of plain language
- Timely and up to date information
- Cost efficiency

## Our communication will aim to:

- Raise the profile and continuously improve the image and identity of Hinckley & Bosworth as 'A Borough to be proud of'
- Develop greater understanding of the high quality services that we provide and reinforce a perception of the council as a well run authority that manages its area well
- To support our customer service strategy in delivering excellent customer service by demonstrating that we have listened to and understood the demands and expectations of our customers.
- Make all information easily accessible recognising and responding to the fact that customers have differing needs and requirements
- Enable wider access to electronic public information systems.
- Work within corporate style guidelines to ensure that our brand is consistently linked to the services we provide.
- Increase the participation of residents and community groups in the decision-making process.
- Develop the loyalty of residents and pride in the borough.

## Here's some of the things that we do:

- The council is a member of the plain English campaign. Staff who speak to or write to customers have been trained in the use of plain English.
- We send out an A-Z of council services every year to every resident so that residents know what services we provide and how to access them.
- We send out the council's own newsletter, The Borough Bulletin to every household in the borough four times a year. Each edition contains an update on what the council has been doing and gives information about new services.
- We send out information and news to the local media and via our website ([www.hinckley-bosworth.gov.uk](http://www.hinckley-bosworth.gov.uk)) every day

## Every year we check that we are achieving our standards against the following targets.

- The current assessment of the Council against the IDeA standard for communications
- The net balance of positive press articles (our target is 70% by 2010)
- Resident satisfaction with the Council overall (our target is 60% by 2010)
- Resident satisfaction with frontline council services (our target is 70% by 2010)
- Staff satisfaction with Council communications (our target is 85% by 2010)

If you would like to comment on the way that we communicate, please contact a member of the communications team at the Borough Council on **01455 255630** or email [\*\*jacqueline.puffett@hinckley-bosworth.gov.uk\*\*](mailto:jacqueline.puffett@hinckley-bosworth.gov.uk)

### Want to get involved? – Are you a member of the Plain English Panel?

If you are interested in how we communicate you may be interested in becoming a member of our Plain English Panel.

The Panel gives you the chance to have your say on the publications we produce and to help us improve them. We hope that this will make them easier for everyone to understand.

Panel members receive up to six surveys a year, asking for feedback on various publications. You give us your views by filling in and returning a questionnaire in the Freepost envelope we provide.

We use the feedback from the Panel to improve the publications we produce, which could involve changing publication layout, using different colour schemes or re-writing the text to make it easier to understand.

To become a member of the Plain English Panel, you must live in the Hinckley and Bosworth borough and be aged 16 and over.

If you would like more information, or if you would like to join the Panel, please contact us on 01455 255668 or email [\*\*mary.backes@hinckley-bosworth.gov.uk\*\*](mailto:mary.backes@hinckley-bosworth.gov.uk)