

Communications Strategy

To: **Cambridgeshire Horizons Board**

Date: **17th September 2008**

From: **Alex Plant**

Purpose: **To provide Board members with a draft copy of the Cambridgeshire Horizons Communications and Community Engagement Strategy for Growth**

Recommendation: **For the Board to review the draft strategy and feedback their thoughts to Laura Halstead, Communications Manager.**

Contact:	Name: Job Title: E-mail address: Telephone No.	Laura Halstead Communications Manager Laura.halstead@cambridgeshirehorizons.co.uk 01223 714176
-----------------	---	--

1.0 Purpose of the strategy

- 1.1 A key part of Cambridgeshire Horizons role is to communicate the benefits of the planned development to the wider community. This draft strategy provides the beginning of a framework within which all communications and community engagement work related to the growth agenda will sit.

2.0 Feedback and approval process

- 2.1 The strategy has been distributed to all members of the Partnership Communications Group (which includes a communications representative from each of the six Local Authorities) and the Horizons team for initial feedback.
- 2.2 The Board are now asked for any feedback they have on the draft strategy.
- 2.3 The Partnership Communications Group will then future review the strategy at a meeting on 26th September.
- 2.4 A revised strategy will then be redistributed to all partner organisations for further feedback.

3.0 Communications Strategy

- 3.1 A full version of the draft strategy can be found attached to this report.