

**CORPORATE COMMUNICATIONS & MEMBER SUPPORT (CCMS)
DEPARTMENT BUSINESS PLAN 2008 – 2009**

Key Functions of the Directorate:

- **Press & Public Relations (PR)**
 - External press and public relations
 - Arranging press launches, interviews and filming opportunities
 - Internal Newsletter
 - Marketing strategies
 - Internal and external communication strategies
 - Sponsorship opportunities

- **e-services – (Website & BIS)**
 - Technical development of the Business Information System(BIS)
 - Technical development of the website
 - Desktop publishing and graphic design for publications
 - Photographic archive

- **Fire Authority member Support**
 - To undertake administrative functions on behalf of Fire Authority members
 - Events management
 - Manage Members registers

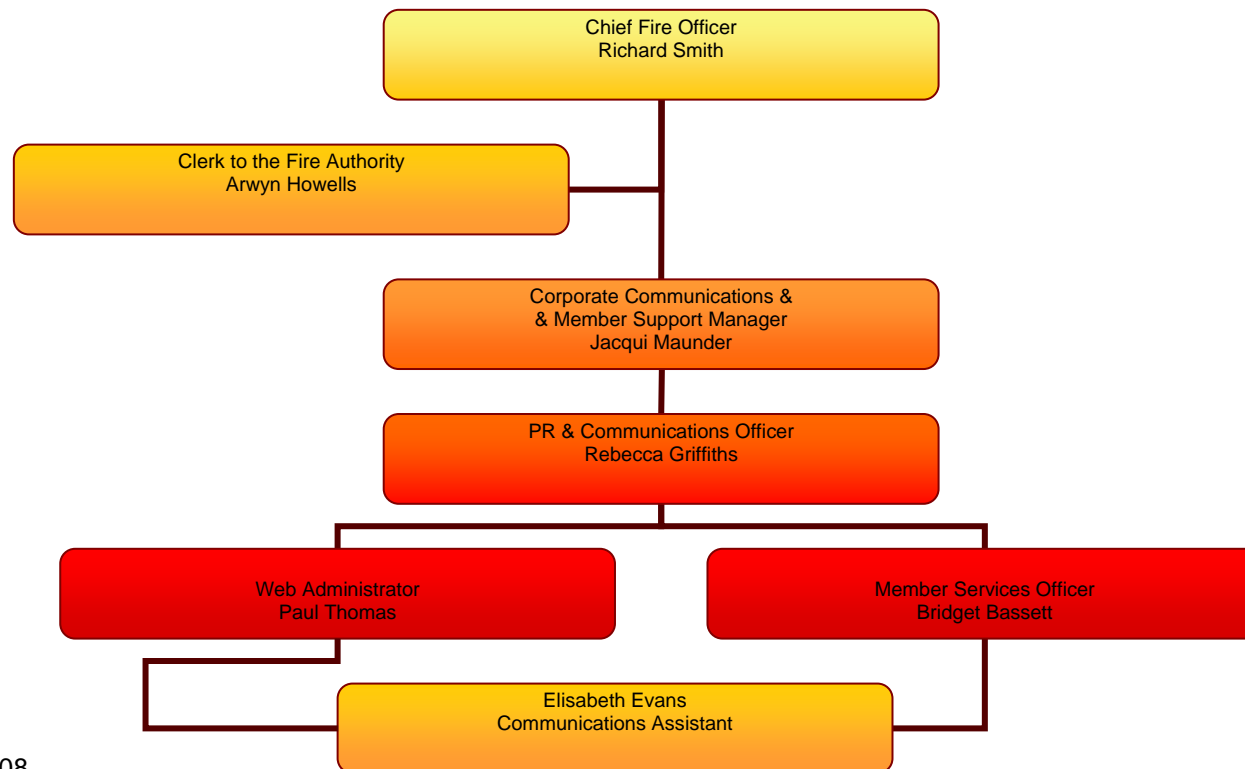
- **Corporate Standards**
 - Ensure the MAWWF brand/logo is used in accordance with corporate standard guidelines
 - Co-ordinate the review and updating of corporate policies

- **Welsh Language**
 - Producing and revising of the Welsh Language scheme
 - Monitoring progress against Welsh Language action plan
 - Assisting managers and staff with Welsh Language queries

- **Complaints, Compliments & Suggestions**
 - Recording and monitoring volumes of complaints, compliments & suggestions

- Undertaking Complaints handling satisfaction surveys
- Acting as a source of advice and support for dealing with complaints
- **Sustainability & the Environment**
 - Co-ordinating activity to reduce MAWWF's impact on the environment
 - Policy lead on corporate sustainability and environmental agendas
- **Tenders**
- **Gifts & Registers**
- **Ant-fraud & Corruption Policy**
- **Chaplaincy**

RESOURCES



Mid and West Wales Fire and Rescue Service
Performance Management Framework Objectives

Customer	Trusted and respected by communities				More than emergencies		Saving lives and protecting communities	
Finance and Resources	Managing within budget		Making efficiencies		Allocating resources to priorities		Alternative funding and resources	
Business Process	Managing people				Risk reduction planning		Partnership working	
Learning and Growth	Effective and empowered people							

**Corporate Communication & Member Support (CCMS) Department
BUSINESS PLAN FOR YEAR APRIL 2009 - MARCH 2010**

Ref	Objective	Target Date	Progress Monitor	Outcome	Activities	Officer Responsible	Cost / Savings £	Budget/ Funding Source
1	Trusted & Respected Communications	March 2010	monthly	<u>Internal Communication</u> Improved Internal communication channels to engage the workforce	Issue bi-monthly editions of Calon Tan ensuring representative coverage of the whole service Hold quarterly Communications steering group meetings and embed the communications forecast into planning processes	PR & Communications Officer PR & Communications Officer		CCMS BUDGET

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		March 2010	Quarterly	<u>External Communications</u> Improved external communication channels to raise awareness of MAWWF purpose and activities and ensure an Effective Press and PR Function	Issue a minimum of 12 press releases per month Issue quarterly Fire Authority e-bulletins Hold quarterly Communications steering group meetings and embed the communications forecast into planning processes	PR & Communications Officer		

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		March 2010	Sep 2009	<p><u>Complaints & Compliments</u> Ensure effective complaints management system is in place</p>	<p>Provide 6 monthly progress reports on compliments, complaints and suggestions to Standards Ctte & PRAC. Begin presenting updates to the Performance board April onwards</p> <p>Integrate the Complaints Monitoring System within the Performance Management Framework and develop PI's</p> <p>Benchmarkg MWWFRS's Customer service levels using the "Customer Excellence" framework to identify areas for improvement and ensure demonstration of "Making the Connections" guidance. (Big issue – nice to have)</p>	CCMS Manager		

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2	Partnership Working	March 2010	quarterly	<u>Events Management</u> A professional events management service is provided to all internal/external customers	The online events booking facility is used for all CCMS services and 10 working days notice given of arrangements Corporate events are held as required, e.g. <ul style="list-style-type: none"> • Medal Ceremony • Remembrance Sunday • Carol service • All Wales Members Conference 	Communications Assistant		

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		March 2010	Sep 2009	<p><u>Marketing</u> Marketing activity is tailored to deliver maximum exposure for the service</p>	<p>Marketing activity to be evaluated at Communications steering group and to include updates from the National Firebrake Publicity Group</p> <p>Corporate standards are monitored bi-monthly in line with relevant guidance</p> <p>Annual report issued to Fire Authority on marketing and sponsorship activity</p> <p>Implement specific marketing campaigns related to the website and promote video streaming.</p> <p>Meet with Community Fire Safety team every monthly/6 weeks</p>	<p>PR & Communications Officer/CCMS Manager</p>		

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		March 2010	Ongoing	<u>Chaplain's</u> Ensure the Chaplaincy Support service widely promoted to the workforce	Include the Chaplaincy service in induction training seminars (consider how this could be tracked) Hold Annual Chaplain's training day	CCMS Manager		
		March 2010	Sep 2009	<u>Corporate Reports</u> Communicate key business achievements	Ensure that Corporate reports such as the annual review; RRP etc are planned and organised effectively in conjunction with relevant departments	PR & Communications Officer/ CCMS Manager		
		March 2010	Ongoing	<u>Partnerships</u> Improved Partnership and collaboration	Monitor compliance against the Partnership Policy	CCMS Manager		

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3	Risk Reduction Planning	Monthly	Monthly	<u>Website</u> The service website is informative, up to date and relevant	Monitor clicks per page for the service website, especially marketing & consultation activity Arrange CFO bi-monthly video message Ensure information is kept up to date through liaising with relevant depts/commands as necessary – weekly monitoring req (part of doc audit)	Web Systems Administrator		
		March 2010	Sep 2009	<u>e-services</u> Opportunities for utilising e-services to improve access are optimised	Investigate e-service best practice and pilot appropriate channels, e.g. SMS, MMS	Web Systems Administrator		

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		March 2010	Monthly	<u>Intranet</u> Provide effective, informative relevant BIS content	Maintain uniform standard of information through training and mentoring BIS authors Introduce Formal Monitoring Arrangements to assist County Commanders and Departmental Heads to increase usage of BIS. (audit)	Web Systems Administrator		

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		March 2010	Quarterly	<p><u>Corporate policy</u> Ensure compliance with relevant legislation and regulations, thus minimising corporate risk through effectively deployed policies</p>	<p>Review CCMS policies</p> <ul style="list-style-type: none"> • Sponsorship • Partnership • Anti-fraud & corruption • Staff Suggestions Scheme • Communications • Customer Care • Compliments & Complaints <p>Continue to develop, co-ordinate and monitor departmental reviews of service policies & standing orders – tracker sheet for dates of policy</p> <p>Investigate Policy monitoring software to secure effective governance</p>	CCMS Manager	£10k?	

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		March 2010	Sep 2009	<u>Welsh Language</u> Raised awareness and use of the Welsh language throughout the business	Continue to monitor compliance with Welsh Language Board requirements Steering group to have WL as standing agenda item Raise the profile of the service's commitment to Welsh language through awareness programmes and Welsh learner programmes	PR & Communications Officer		
		March 2010	Sep 2009	<u>Graphic Design</u> Ensure a professional in-house graphic design service is offered for corporate literature and web design	The online graphic design booking facility is used for all CCMS services and 10 working days notice given of arrangements Maintain a professional photographic library through improving storage and receipt of images from depts/commands Provide a professional graphic design service to departments & commands	Web Systems Administrator		

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		March 2009	Ongoing	<p><u>Fire Authority</u> Ensure that the Fire Authority maintains robust governance arrangements and an efficient member support function is provided</p>	<p>Provide effective committee administration and support</p> <p>Adopt the Code of Corporate Governance</p> <p>Work towards the Silver level of the Wales Charter for Member Support and Development</p> <p>Deliver training to members in accordance with the Member Development Programme and feedback from Member Personal Development Interviews.</p> <p>Members Annual training day Autumn 2010</p> <p>Review the constitution ensuring updated legislative and policy requirements are incorporated. (milestone)</p> <p>Issue quarterly Fire Authority e-bulletin</p>	<p>Member Services Officer</p> <p>CCMS Manager</p>		

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4	Effective & Empowered	March 2010	Sep 2009	<u>Skills</u> All staff have the right skills	All managers to be proactive in identifying skills gaps and opportunities for skills transfer and training Undertake annual PPDR interviews & 6 monthly progress interviews	CCMS Manager PR & Communications Officer/ Member Services Officer		
		March 2010	Sep 2009	<u>Working Practice</u> New ways of working	Hold an annual team training day to communicate organisational change and future workloads	CCMS Manager		

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		March 2010	Sep 2009	<u>Communication</u> Staff have the right skills and knowledge	Hold monthly team meetings Encourage team members to identify own training needs in line with business requirements at team meetings, mid year review and PDR.	CCMS Manager PR & Communications Officer/ Member Services Officer		