

**BOLSOVER DISTRICT COUNCIL**

**Meeting of the Executive on 22nd June 2026**

**Communications Strategy 2026 - 2028**

**Report of the Leader of the Council, Councillor Jane Yates**

<b>Classification</b>	This report is Public
<b>Contact Officer</b>	Communications, Marketing and Design Manager

**PURPOSE/SUMMARY OF REPORT**

For Executive to consider and approve the adoption of the Communications Strategy 2026 to 2028

---

**REPORT DETAILS**

**1. Background**

1.1 Bolsover District Council currently has no Communications Strategy. This was identified by the Communications, Marketing and Design Manager as a necessary document especially with the upcoming Local Government Reorganisation.

**2. Details of Proposal or Information**

2.1 The Communications Strategy outlines how the work of the Communications, Marketing and Design team will support the strategic priorities of Bolsover District Council. The underlying principle of all communications is to be open and transparent. There are six core principles that underpin the strategy; Values; Clear, consistent and honest; open and transparent; targeted, relevant and timely; accessible; Insight led. The 'voice' of the Council's communications should be straightforward, formal, authoritative in most cases and use Plain English. The Council speaks to a large range of audiences including residents, staff, councillors, tenants, the media, businesses, voluntary groups, MPs, other public sector organisations and visitors. The Council will use a range of communications methods including the press, website, social media, e-newsletters, InTouch (resident magazine), Bolsover Homes (Tenant magazine), video and photo content, digital screens, intranet, internal emails, posters.

2.2 The Communications strategy outlines five aims for the Communications, Marketing and Design team to work towards: 1) Improve internal engagement; 2) Strengthen trust and transparency; 3) Enhance digital and social media communications; 4) Support corporate priorities by celebrating work that meets those goals; 5) Strengthen insight, evaluation and data-driven decision making.

### 3. Reasons for Recommendation

- 3.1 This strategy is considered necessary to ensure consistent and accessible communications are produced by Bolsover District Council both internally and externally.

### 4. Alternative Options and Reasons for Rejection

- 4.1 No alternative options are proposed.

---

### RECOMMENDATION(S)

That Executive approve the Communications Strategy.

Approved by Councillor Jane Yates, Portfolio Holder for Communications

---

### IMPLICATIONS

<b>A. Finance and Risk</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Details:</b> None arising directly from this report.
<b>On behalf of the Section 151 Officer</b>
<b>B. Legal (including Data Protection)</b> Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
<b>Details:</b> The Council should ensure that publicity complies with all applicable statutory provisions, including the Code of Recommended Practice on Local Authority Publicity 2011.
<b>On behalf of the Solicitor to the Council</b>
<b>C. Staffing</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Details:</b> None arising from this report
<b>On behalf of the Head of Paid Service</b>
<b>D. Environment</b> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
<b>Details:</b>

<b>E. Equality and Diversity</b>	
<p><i>You can assess the impact by considering whether the equality evidence indicates potential differential impact on each protected characteristic group or provides an opportunity to improve equality in an area.</i></p> <p><i>We ask colleagues to do an Equality Impact Assessment (EIA) when refreshing policies/guidance/plans or creating new ones.</i></p> <p><b>Have you considered equality impacts in relation to the topic of this report?</b></p> <p><b>If this is a new or refresh of a policy, guidance or plan, have you carried out an EIA?</b></p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>

### **DECISION INFORMATION**

<p><b>Is the decision a Key Decision?</b> A Key Decision is an Executive decision which has a significant impact on two or more wards in the District, or which results in income or expenditure to the Council above the below thresholds: -</p>	<p>Yes <input type="checkbox"/> No <input checked="" type="checkbox"/></p>
---	--

<p><input checked="" type="checkbox"/> <b>If the decision is a key decision, please indicate which threshold applies:</b></p> <p><b>Revenue (a)</b> Results in the Council making Revenue Savings of £75,000 or more or <b>(b)</b> Results in the Council incurring Revenue Expenditure of £75,000 or more.</p> <p><b>Capital (a)</b> Results in the Council making Capital Income of £150,000 or more or <b>(b)</b> Results in the Council incurring Capital Expenditure of £150,000 or more.</p>	<p>(a) <input type="checkbox"/> (b) <input type="checkbox"/></p> <p>(a) <input type="checkbox"/> (b) <input type="checkbox"/></p>
<p><b>District Wards Significantly Affected:</b> <i>(to be significant in terms of its effects on communities living or working in an area comprising two or more wards in the District)</i></p> <p>Please state below which wards are affected or tick <b>All</b> if all wards are affected:</p>	<p><b>All</b> <input type="checkbox"/></p>

<p><b>All key decisions are subject to Scrutiny call-in unless the call-in period is to be waived, however, exemption from call-in is only with the agreement of the Monitoring Officer.</b></p> <p><b>Is this Key Decision subject to Scrutiny Call-In? (leave blank if not a key decision)</b></p> <p><b>If No, has the Monitoring Officer agreed?</b></p>	<p>Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>Yes <input type="checkbox"/></p>
--	---

<p><b>Consultation carried out:</b>  <i>(this is any consultation carried out prior to the report being presented for approval)</i></p> <p>Leader <input checked="" type="checkbox"/> Deputy Leader <input type="checkbox"/> Executive <input type="checkbox"/> SLT <input checked="" type="checkbox"/>  Relevant Service Manager <input type="checkbox"/> Members <input type="checkbox"/> Public <input type="checkbox"/>  Other <input type="checkbox"/> Details: -</p>	<p>Yes <input checked="" type="checkbox"/> No <input type="checkbox"/></p>
--	--

<p><b>Links to Council Ambition: Customers, Economy, Environment, Housing</b></p>
<p>The strategy links to the council ambitions by aiming to celebrate the work of the council in relation to the ambitions.</p>

**DOCUMENT INFORMATION**

Appendix No	Title
1	Communications Strategy 2026 to 2028

<p><b>Background Papers</b>  <i>(These are unpublished works which have been relied on to a material extent when preparing the report. They must be listed in the section below. If the report is going to Executive, you must provide copies of the background papers).</i></p>