



### Appendix 3: Previous Strategy Targets Delivered

A summary of the progress of the previous strategy’s actions delivered can be seen in the table below:

Target	Description	Outcome
Place Branding	Developing a clear place branding and identity provides the Council with an opportunity to raise the profile, confidence, growth and vibrancy of East Staffordshire	Place branding for Burton upon Trent was launched in March 2023.
Conduct borough wide residents electronic survey on communications	A resident survey to gain a better understanding of what local people think about council communications, how they access information about the council and how they prefer to receive this information.	A residents’ survey on Council communications was conducted in 2022.
Annual Communications Plan	An annual key strategic communications plan to ensure the Council can identify and prioritise key communication activities for each financial year.	A communications plan has been in place since April 2022 and is presented to Cabinet members on a monthly basis
Refresh the Council’s website	Update and refresh the Council’s website with a new design.	A newly designed website was launched in August 2023.
Review of member briefing mechanisms, including exploring a member intranet	A review of its member briefing mechanisms and will explore the feasibility of a member intranet	A new Member Intranet was launched in April 2023. The weekly member briefings continue to be circulated to Members.
Utilise a communications campaign model	Use a communications model as a basis for communicating key objectives, campaigns and initiatives	Model now used in communication (for example the Voter ID awareness campaign).