



Agenda Item 5

14 May 2010

WNC 16.10

UPDATE OF FCW CORPORATE COMMUNICATION STRATEGY 2009-12

Purpose

1. To provide the National Committee with the updated version of FCW's Corporate Communications Strategy 2009-12.

Background

2. To help FC Wales adopt a more strategic and co-ordinated approach to communications a 3 year Corporate Communication Strategy covering the period 1 April 2009 to 31 March 2012 was developed and implementation has been ongoing from April 2009.
3. The Strategy is reviewed annually to assess the impact of our messages, take stock of external and internal influences and, if necessary, re-focus our efforts for the following year.
4. Following internal and external consultation, and informed by the media evaluation, the Strategy has been updated.
5. The update was approved by the Management Board and is being implemented by the business.

Financial Implications

6. The update has no new direct financial implications.

Recommendations

7. That the National Committee note the updated Corporate Communication Strategy.

Sam Argent
Communications Team
3 May 2010