

**Annex 3. Proposed changes to indicators.**

**Communications Directorate propose the following:**

- merging the Image and Profile and Trust and Reputation indicators, whose content has been historically difficult to differentiate between, into one indicator entitled Profile;
- continuing to report the Stakeholder Engagement indicator; and
- introducing an indicator to report on Internal Communication activity and effectiveness.

Indicators and methods of measurement can be found in the table below.

<b>Heading</b>	<b>Indicator</b>	<b>Measurement method</b>
Profile	Familiarity and favourability rating by public	MORI poll – annual data (Feb)
	Familiarity and favourability rating by employers	MORI poll – annual data
	Familiarity and favourability rating by employees	MORI poll – annual data
	Volume and favourability of media coverage	Media tracking – monthly data from Nov 04. (Numerical parameters are under development for measuring both volume, and ratio of +ve to –ve coverage.)
		COI stakeholder tracking projects.
Stakeholder Engagement	Will regularly canvass views and feedback from c. 15 key corporate stakeholders	
	Actions planned with key corporate stakeholders.	Overarching SE plan and individual plans with tangible milestones. (To be completed). – quarterly
	Canvass views and feedback from MPs	MPs survey data – 6 monthly (Nov & May)
Internal Communications	Staff feedback	Staff survey – annual (Feb) Pulse panel – monthly Corporate Cascade Briefing feedback - continual

A meeting is planned between Strategic Planning Unit and Communications Directorate in December in order to firm up the sensitivities or tolerances for the status of each indicator and develop a set of rules for the combination of the sub-indicators.