

GLA 22/7.2

External Communications Strategy

22 April 2009

BOARD PAPER REFERENCE – GLA 22/7.2 – External Communications Strategy

Issue

1. The GLA External Communications Strategy for 2009-10.

Recommendation

2. The Board is invited to approve the strategy at annex A.

Background

3. This strategy explains the GLA's approach for communicating how the Authority protects vulnerable workers and its effectiveness as an enforcement body in tackling non-compliant businesses.
4. There are four key priorities in the strategy:
 - Demonstrating the GLA's impact on the problem,
 - Demonstrating the GLA's value for money,
 - Increase knowledge of employment rights and encourage more vulnerable workers to come forward for help, and
 - Provide clear guidance and advice to labour providers and labour users.