



Communications Team Service Delivery Plan 2024 to 2025

Overview of the service

The Communication team's mission is to support the council to proactively deliver the highest possible levels of service for the benefit of residents, councillors, businesses, staff, partners, the media and local communities (our stakeholders).

Key to this is supporting the successful delivery of the council's Corporate Plan and preserving and enhancing the council's reputation.

To achieve this, we adopt a full range of external and internal communication techniques.

We communicate information clearly, accurately and in a timely way, utilising the best channels for each target audience so our stakeholders can self-serve in their own time in a cost-effective manner.

We also provide opportunities to proactively engage with all stakeholders so we are able to listen to their views and feedback, and acknowledge, respond or enhance services as appropriate.

Our aim is to carry out all work under the council's ethos of delivering a cleaner, green East Cambridgeshire

Cost of service

The cost to run the PR service totals £110,000 per annum.

Staffing Information

The team consists of the Communications Manager – Head of Service and a Communications Officer.

Forward planning for Councillors

| Proposed item | Proposed date of decision | Committee |
|------------------------------------|----------------------------------|----------------------|
| Half year report 2023 to 2024 | November 2024 | Operational Services |
| End of year report 2023 to 2024 | March 2025 | Operational Services |
| Service Delivery Plan 2024 to 2025 | March 2025 | Operational Services |

Communications Team Service Delivery Plan 2024 to 2025

This Service Delivery Plan describes what the Communications Team will be doing to deliver continuous improvement (service objectives). Each performance measure relates to the council's strategic outcomes and Corporate Plan 2024 to 2025.

Council's strategic outcome: Customers are at the heart of everything we do.

Communications' strategic objective: Support the delivery of the Corporate Plan.

Link to Corporate Plan: Sustainable communities.

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|--|--------------------------------|---|--|
| Directors, service leads and staff <ul style="list-style-type: none"> engage with service leads every month (as a minimum) ensure all agreed requests are delivered within one month | As required, annually | Meetings held with directors and service leads on a regular basis throughout the year to discuss and align performance against the Corporate Plan. All work requested has been completed. | Communications Manager Directors Service leads |
| Councillors <ul style="list-style-type: none"> media training to be offered as required | As identified, annually | Media training provided to councillors on an ad-hoc basis, enabling the Comms team to facilitate interviews for BBC and ITV news, local radio and the press. | Communications Manager |
| Trading companies and other partners <ul style="list-style-type: none"> attend ARP, ECSS and ECTC meetings every month ensure all agreed requests are delivered within one month review Council Tax bill for 2024/25 in partnership with ARP (12 months) | As required, annually | Monthly meetings held with ECSS, ECTC, ARP to ensure communications support is provided to support their business plans. | Communications Manager |

Council's strategic outcome: Customers are at the heart of everything we do.

Communications' strategic objective: Proactive community and stakeholder engagement.

Link to Corporate Plan: Sustainable communities

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|---|--------------------------------|--|--|
| Community engagement <ul style="list-style-type: none"> continue campaign to encourage residents to sign up to monthly council newsletter (six months) attend minimum of six engagement events and seek feedback on council communication (12 months) | As identified, annually | Provided support for the community engagement plan developed by Communities & Partnerships Team. Regular engagement held with parish councils, stakeholders and members of the public. More than six engagement events attended in 2023/24 | Communications Manager |
| Parish Councils <ul style="list-style-type: none"> carry out annual call round of parish councils to ensure the council is meeting their requirements ensure Parish Councils receive all toolkits and press releases as appropriate | As identified, annually | Regular engagement with parish councils ongoing | Communications Manager Communications Officer |
| Crisis comms and business continuity <ul style="list-style-type: none"> work with directors and service leads to ensure all risks to the council are identified and mitigation measures put in place where possible | As identified, annually | Existing performance measure. Attended 1 x COMAH event and 1 x Warn and Inform exercise. | Communications Manager Directors Service leads |
| Communications Plan <ul style="list-style-type: none"> identify, produce and deliver an annual comms campaign to include a minimum of six campaigns, a minimum of 12 awareness raising events and a minimum of 20 press releases | As identified, annually | Existing performance measure. Ongoing. | Communications Manager |
| Elections <ul style="list-style-type: none"> deliver a communications campaign which supports the PCC and National elections observe the pre-election periods for these elections support the council in holding parish and town council elections and neighbourhood plan referendums (ongoing) | As identified, annually | New performance measure. | Communications Manager Communications Officer |

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|--|--------------------------------|--|---|
| Branding <ul style="list-style-type: none"> continue to work on the internal review of the council's brand, looking specifically at key messages and tone of voice (six months) | As identified, annually | This project is of considerable size and remains a work in progress. | Communications Manager Communications Officer Reprographics Manager |
| Website <ul style="list-style-type: none"> work with the head of Customer Services to ensure the website is up-to-date, easily navigable and meets the needs of residents (ongoing) work with web designer and the website team to develop a new customer focused website | As identified, annually | New performance measure. Target date for new website to be delivered December 2024 | Communications Manager Communications Officer |
| Social media <ul style="list-style-type: none"> increase following on X (formerly Twitter) by 3 per cent and Facebook by 8 per cent (12 months) host a minimum of three X takeover days to showcase work at the council (12 months) ensure at least one interactive post is issued every month | As identified, annually | Twitter: 5019 Facebook: 3700 | Communications Manager Communications Officer |
| Bereavement centre <ul style="list-style-type: none"> support the council in the delivery of its bereavement centre | As identified, annually | New performance measure. | |
| Local Plan <ul style="list-style-type: none"> support the council in the delivery of the new Local Plan | As identified, annually | New performance measure. | |
| Waste and recycling projects <ul style="list-style-type: none"> support the council in the delivery of its Love Your Street campaign support the council in its mission to increase its recycling rate support the council with plans to provide wheeled bins to residents | As identified, annually | New performance measure. | |
| ECDC@50 <ul style="list-style-type: none"> deliver a communications campaign which helps celebrate the council's 50th anniversary | As identified, annually | New performance measure. | |

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|---|--------------------------------|-----------------------------------|---------------------|
| Community Safety Partnership - work with team members of the CSP to help it meet its three core objectives: <ul style="list-style-type: none"> increase public and business awareness of the CSP highlight issues identified in its statutory assessment react to incidents | As identified, annually | Existing performance measure. | |

Council's strategic outcome: 'Can do' approach and open for business.

Communications' strategic objective: Support economic development.

Link to Corporate Plan: Sound financial management.

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|--|--------------------------------|-----------------------------------|--|
| Economic development <ul style="list-style-type: none"> provide support as required to the Economic Development team | As identified, annually | New performance measure. | Communications Manager Economic Development Manager |

Council's strategic outcome: A clean, green and attractive place.

Communications' strategic objective: Supporting the Environment Plan.

Link to Corporate Plan: Cleaner, greener East Cambridgeshire.

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|---|--------------------------------|--|--|
| Environmental communications <ul style="list-style-type: none"> create an external communications plan to support the council in the delivery of its Environment Plan ensure all press releases are issued within one month of the request date provide internal comms support for the Green Team | As required, annually | A comms plan which looked at how the council can enhance its reputation as an environmentally friendly council, in line with the Environment Action Plan, was produced and signed off and all press releases which can be issued in support of this to date have been. Further to this, the Comms team is actively involved in the Green Team helping to raise the profile of its actions, such as the need to save paper, via internal comms. | Communications Manager Climate Change and Natural Environment Officer |

| Performance measure | Target and reporting timescale | Baseline/output from 2023 to 2024 | Owner and co-owners |
|---|--------------------------------|---|--|
| <p>Every job a green job</p> <ul style="list-style-type: none"> formerly identify how the comms team contributes to preserving or restoring the environment and our planet commit to reducing printing and paper usage by 20% | As required, annually | <p>New performance measure. Paper: 311 sheets used April 2023 to January 2024</p> | <p>Communications Manager Climate Change and Natural Environment Officer</p> |