



Communications Team Service Delivery Plan 2023 to 2024

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, Members, 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.

The Communication Team was brought in-house in November 2021 having previously used an agency. The previous year has been spent establishing channels and working practices. Now the majority of these are in place the team's focus has shifted towards excelling in the levels of service it is able to provide.

The team consists of a Communications Manager, supported by a Communications Assistant.

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

Cost of service

The cost to run the PR service totals £109,290 per annum.

Staffing Information

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

Forward planning for Councillors

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

Communications Team Service Delivery Plan 2023 to 2024

This Service Delivery Plan describes what Communications Team will be doing to deliver continuous improvement (service objectives). Each performance measure relates to the Council's strategic outcomes and Corporate Plan 2022 to 2023.

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: Sound financial management. Improving transport. Housing. Cleaner, greener East Cambridgeshire. Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	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
Council members <ul style="list-style-type: none"> deliver communications training to new cohort of Councillors in May media training to be offered as required 	As identified, annually	Media training provided to Members and officers on an ad-hoc basis, enabling the Comms team to facilitate interviews for BBC 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 2023/24 in partnership with ARP (12 months) 	As required, annually	Monthly meetings held with ECSS, ECTC, ARP to ensure comms support is provided to support of 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: Sound financial management. Improving transport. Housing. Cleaner, greener East Cambridgeshire. Social and community infrastructure.

Performance measure **Target and reporting timescale** **Baseline/output from 2022 to 2023** **Owner and co-owners**

<p>Community engagement</p> <ul style="list-style-type: none"> • launch campaign to encourage residents to sign up to monthly ECDC newsletter (six months) • attend minimum of six engagement events and seek feedback on Council communication (12 months) • work with service leads to promote and issue a residents' survey (nine months) • work with service leads to promote and host focus groups (nine months) • work with service leads to set up a residents' panel (12 months) 	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager</p>
<p>Parish Councils</p> <ul style="list-style-type: none"> • carry out annual call round of Parish Councils to ensure ECDC is meeting their requirements • ensure Parish Councils receive all toolkits and press releases as appropriate 	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager Communications Assistant</p>
<p>Crisis comms and business continuity</p> <ul style="list-style-type: none"> • work with directors and service leads to ensure all risks to ECDC are identified and mitigation measures put in place where possible • complete COMAH exercise and update emergency comms plan with learnings (3 months) 	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager Directors Service leads</p>
<p>Communications Plan - 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</p>	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager</p>
<p>Elections</p> <ul style="list-style-type: none"> • deliver a communications campaign which supports the Electoral Commission's Campaign to raise awareness of the district elections in 	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager Communications Assistant</p>

<p>May and help promote the need to residents to bring along voter ID</p> <ul style="list-style-type: none"> observe the pre-election period, which at East Cambridgeshire District Council will run from 20 March until 5 May 2023 (three months) support the Council in holding parish and town council elections and neighbourhood referendums (ongoing) 	
<p>Branding - continue to work on the internal review of the ECDC brand, looking at such facets as use of the logo, fonts, key messages and tone of voice and produce a brand guidelines document in partnership with Reographics Manager (six months)</p>	<p>As identified, annually</p> <p>This project is of considerable size and remains a work in progress.</p> <p>Communications Manager Communications Assistant Reographics Manager</p>
<p>Website</p> <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) complete audit of existing ECDC website (nine months) if opportunities allow work with web designer and the website team to develop a new customer focused website 	<p>As identified, annually</p> <p>New performance measure.</p> <p>Communications Manager Communications Assistant</p>
<p>Social media</p> <ul style="list-style-type: none"> increase following on ECDC Twitter by 5 per cent and Facebook channels by 8 per cent over (12 months) host a minimum of three Twitter takeover days to showcase work at the Council (12 months) undertake a review to identify whether the Council can sustain an Instagram account to support engagement with younger residents (six months) ensure at least one interactive post is issued every week 	<p>As identified, annually</p> <p>Twitter: 4966 Facebook: 3367</p> <p>Communications Manager Communications Assistant</p>

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

Communications' strategic objective: Support economic development.

Link to Corporate Plan: Sound financial management. Improving transport. Housing. Cleaner, greener East Cambridgeshire. Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	Owner and co-owners
LinkedIn - launch LinkedIn to support the work of the Economic Development team and assist HR with recruitment and build to 400 followers (six months)	As identified, annually	The Comms team has completed a channel review for LinkedIn and will be launching this channel to support of the work of the economic development team and HR in particular in May 2023 once the pre-election period has passed.	Communications Manager Economic Development Manager HR Manager

Council's strategic outcome: Safe, vibrant and inclusive communities. Community sustainability.

Communications' strategic objective: Support the Community Safety Partnership.

Link to Corporate Plan: Sound financial management. Improving transport. Housing. Cleaner, greener East Cambridgeshire. Social and community infrastructure.

Performance measure	Target and reporting timescale	Baseline/output from 2022 to 2023	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 required, annually	New performance measure.	Communications Manager

Council's strategic outcome: Be an excellent employer.

Communications' strategic objective: Proactive and reactive internal communications.

Link to Corporate Plan: Sound financial management.

Performance measure

Target and reporting timescale

Baseline/output from 2022 to 2023

Owner and co-owners

Internal communication - work with HR to create and issue an annual staff survey and achieve a 50% response rate in the first year (nine months)

As required, annually

New performance measure.

Communications Manager
HR 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 2022 to 2023

Owner and co-owners

Environmental communications

- 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 support for the Green awards (six months)
- provide internal comms support for the Green Team

As required, annually

A comms plan which looked at how EDC 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. It is also supporting the Green Awards which take place this summer.

Communications Manager
Environmental Health Manager

