

Communications team end of the year report 2022 to 2023

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2021 to 2022	Owner and co-owners	Outcome or output 2022 to 2023
Directors, service leads and staff <ul style="list-style-type: none"> • support service leads in the delivery of the Corporate Plan • regularly review performance against the delivery of the Corporate Plan with directors and service leads (12 months)	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As identified, annually	Not applicable.	Communications Manager Directors Service leads	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.
Council Members - provide or facilitate media training as and when required (12 months)	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As required, annually	Not applicable.	Communications Manager	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.
Trading companies - work with trading companies and other partners, such as ARP to support the delivery of their business plans where it benefits the council and its residents (12 months)	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As identified, annually	Not applicable.	Communications Manager	Monthly meetings held with ECSS, ECTC, ARP to ensure comms support is provided to support of their business plans. Examples include: <ul style="list-style-type: none"> • ECSS – support with round reconfiguration key messages, staff sickness, black bag roll out • ECTC – attended monthly meetings and provided ad-hoc comms support as required • ARP – a monthly meetings, instigated revival of monthly meeting for ARP’s Communication Managers, reviewed annual bills

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Stakeholder identification and mapping <ul style="list-style-type: none"> • identify and compile database of all council stakeholders for use in comms (6 months) • undertake stakeholder mapping for ECDC stakeholders (12 months) • ensure ethos of co-production ladder is adhered to when planning stakeholder engagement (12 months) 	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Compiled database of council stakeholders used regularly for issuing newsletters and information to key user groups, such as schools or youth facilities.</p> <p>The list has been shared with Community Safety Partnership, Youth Liaison Manager, Economic Development and the Green Team.</p> <p>Stakeholder mapping exercise completed for all key stakeholder groups.</p> <p>Ongoing work is taking place with the Communities team to ensure proactive stakeholder engagement is aligned to the Corporate Plan.</p>
Parish Councils - liaise with parish councils to ensure comms issued by ECDC meet their requirements (6 months)	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As required, annually	Not applicable.	Communications Assistant Parish Councils	<p>Contacted all 35 parish or town councils.</p> <p>A database of feedback has been compiled and key outputs recorded. This exercise confirmed the communications we are sending to them met their needs and was in the correct format. It gave us a richer understanding of what their residents wanted and how and where they communicate. It was opportunity to have a one to one conversation and share information about Voter ID in electronic and hardcopy format. It also helped us to better connect with their digital channels, such as Facebook groups and enabled us to check web addresses and contact information. Many appreciated having a two way conversation around their needs and the kind of information the comms team is able to provide.</p>
Leader's newsletter - ensure Anna Bailey's newsletter is cascaded on a monthly basis to all identified stakeholders (6 months)	Sound financial management Improving transport Housing Cleaner, greener East Cambridgeshire Social and community infrastructure	As required, annually	Not applicable.	Communications Manager Leader of the Council	<p>The Leader's newsletter has been successfully issued to the ECDC Stakeholder list on a monthly basis.</p> <p>Monthly columns are now established in the Ely Standard and Cambridge Independent.</p>

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<p>Community Engagement Strategy</p> <ul style="list-style-type: none"> review ECDC's Community Engagement strategy embed community engagement in everyday working practices and ensure the views are fed back and considered in the decision-making process (12 months) ensure community and stakeholder engagement is supported through Social Media (see separate section on social media) (12 months) 	Social and community infrastructure	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Feedback is invited on every newsletter, press release and toolkit issued by the Communications team.</p> <p>Attendance at stakeholder events and actives including the Community Bus, a stall on Ely Markets and a stall at Ely Library.</p> <p>Direct engagement takes place with the public on a daily basis via our social media channels.</p>
<p>Communications plan</p> <ul style="list-style-type: none"> compile a proactive communications plan for the year 2022 to 2023 which maximises opportunities to protect and enhance the profile of the Council (3 months) deliver the Communications Plan (ongoing) commence monthly monitoring and evaluation of media coverage (3 months) develop a social media strategy (see next section) ensure the pre-election period is observed 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Annual comms plan reviewed on a weekly basis to reflect unforeseen impacts.</p> <p>Examples of planned events include:</p> <ul style="list-style-type: none"> opening of the Tree Maze launch of the community orchard programme monthly Leader's newsletter 2023 election campaign <p>Examples of unforeseen events include:</p> <ul style="list-style-type: none"> the impact of round reconfiguration the death of HM Queen Elizabeth II organising cost of living interviews for the BBC crisis in Ukraine supporting the Economic Development team's £6.5 million Levelling Up Fund (LUF) bid monthly monitoring and evaluation of all media coverage <p>Social media strategy compiled which includes:</p> <ul style="list-style-type: none"> review of social media performance a how to guide for managing social media accounts social media public guidelines social media staff guidelines (currently being reviewed) ways to proactively increase followers training for Members– to be rolled out post-election in May 2023 <p>From 20 March 2023, the Council is preparing to enter the pre-election period for the May 2023 district and parish council elections.</p>

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Media relations <ul style="list-style-type: none"> recognise the media have an important role to play and provide proactive and reactive liaison with the media (ongoing) develop proactive relationships with local media channels (ongoing) seek to provide timely articles and supporting imagery to local media channels (ongoing) look for proactive opportunities for raising the profile of the council among broadcast media channels (3 months) 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Meetings held with editors and journalists.</p> <p>Timely articles have been provided on a weekly basis.</p> <p>All media responses dealt at the first available opportunity.</p> <p>Broadcast coverage has included two features for national BBC News, 11 features for regional television and 17 radio interviews.</p>
Internal communications - re-establish internal comms within the council to ensure consistency of messaging among all staff <ul style="list-style-type: none"> compile Internal comms proposal for sign off (3 months) re-instigate internal comms according to the signed off proposal (6 months) 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager	<p>The first internal communication was issued in October 2022 and have been circulated on a monthly basis since.</p> <p>Positive feedback received from staff members and senior managers. Editions are available on the Council's Intranet.</p>
Brand awareness <ul style="list-style-type: none"> carry out an internal review of the ECDC brand, looking at such facets as use of the logo, fonts, key messages and tone of voice (6 months) carry out an internal audit of all existing ECDC communication channels, including leaflets, posters, social media presence, bills (12 months) 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant Reprographics Manager	<p>Work with Reprographics Manager to review the Council's brand, including an audit of existing materials and the creation of a new brand guidelines, to incorporate elements such as accessibility and use of the ECDC logo. This project is of considerable size and remains a work in progress.</p>

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Crisis comms and business continuity <ul style="list-style-type: none"> provide support to the council on a 24/7 basis as required (ongoing) help identify risks facing the council and its residents and work with partners to mitigate these where possible; specifically, ensure a comms protocol is provided for the Emergency Plan (6 months) work with Warn and Inform and the Council's emergency planning team to help mitigate the impact of events/incidents (ongoing) 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Provided 24/7 support. Dealt with media and public requests following</p> <ul style="list-style-type: none"> round reconfiguration death of HM Queen Elizabeth II support for Ukraine <p>Emergency plan document created. Attended all meetings of the CPLRF. In February, will attend training on COMAH sites.</p>
Policies and procedures <ul style="list-style-type: none"> feed into reviews of policies and procedures as required ensure that the Council's corporate risks are managed effectively and mitigations are put in place to reduce impact 	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager	<p>Responded with feedback on existing policies and procedures when requested.</p> <p>Producing a series of guideline documents to support social media use.</p>
Website - work with the head of Customer Services to ensure the website is up-to-date, easily navigable and meets the needs of residents (ongoing)	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>The Communications team works with the Head of Customer Service on a weekly basis to ensure the website is up-to-date and easily navigable. Specifically, this year the Comms team has provided copy and page layouts for the cost of living, Ukraine and community transport sections of the website.</p> <p>We have also begun an internal audit into the content to support any future upgrades of the website.</p>
Partnership working - identify and work with relevant partner organisations to share key messaging as and when appropriate and to offer	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>The Communications team regularly attends meetings hosted by partnership organisations including Think Communities, Heating and Health, Local Government Comms Network, Climate Change comms group, CPLRF, Cambridgeshire ACRE, Community Safety Partnership,</p>

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<p>support; this could include, but is not limited to: Central Government, Cambridgeshire and Peterborough Combined Authority, other local authorities and parish/town councils, community groups, NHS, emergency services, MET office, Environment Agency, charities, environmental organisations, educational institutions (12 months)</p>					<p>Ukraine support groups and ARP comms group managers. It is an active contributor to all of these meetings and regularly provides support in terms of helping draft press releases, sharing key messages and posting on social media.</p>
<p>Campaign management - identify, produce and deliver comms campaign to support the Council and its Corporate Plan objectives; these can include, but are not limited to: the Queen's Platinum Jubilee, Round Reconfiguration, direct debit campaigns, Michael Recycle (12 months)</p>	<p>Cross cutting across all priorities</p>	<p>As identified, annually</p>	<p>Not applicable.</p>	<p>Communications Manager Communications Assistant</p>	<p>The communications team has delivered the following communication campaigns during 2022/23:</p> <ul style="list-style-type: none"> • round Reconfiguration • Community Orchard programme • Queen's Platinum Jubilee and maze project • cost of living • community transport • awareness campaigns delivered by social media, for example, COVID vaccinations, flu vaccinations, bird flu awareness, White Ribbon campaign • Littleport LUF Bid • death of HM Queen Elizabeth II and proclamation of King Charles III • election awareness (ongoing) • environmental awareness • direct debit campaign
<p>Increase levels of engagement</p> <ul style="list-style-type: none"> • increase following on ECDC Twitter and Facebook channels by 10 per cent over a 12-month period by ensuring each channel is used proactively and professionally (12 months) • ensure posts are shared with relevant community groups where possible (6 months) 	<p>Cross cutting across all priorities</p>	<p>As identified, annually</p>	<p>Facebook start point: 2699 Twitter start point: 4730</p>	<p>Communications Manager Communications Assistant</p>	<p>Our target was to increase Facebook and Twitter followers by 10 per cent. We have achieved this for Facebook but not Twitter. Figures are as follows:</p> <ul style="list-style-type: none"> • Facebook – start point: 2699, target: 2969; actual: 3367 (25 per cent increase on start point) • Twitter – start point: 4730; target: 5203; actual: 4966 (5 per cent increase on start point) <p>To help increase our followers for Twitter the Comms team will be launching a dedicated Twitter action plan starting in March 2023 which will include Twitter take overs and the use of more multimedia, and contemporaneous news. All relevant posts are shared with relevant community groups.</p>

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Social Media strategy - compile a social media strategy for ECDC (12 months)	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>Rather than produce a strategy the Comms team is producing a series of active documents for its social media account. These include:</p> <ul style="list-style-type: none"> • process for monitoring and posting social media (complete) • social media guidelines for the public (complete) • social media guidelines for our staff (draft being reviewed) • social media guidelines for Members (to be cascaded following May 2023 elections) • social media monitoring and evaluation (ongoing) • review of social media channels (ongoing) • channel review for LinkedIn (complete) • review of methods for increasing Twitter followers (complete) • review of multi-media on Twitter and Facebook
Channel review - undertake a review of the pros and cons of introducing LinkedIn and possibly Instagram to the list of available channels and carry out recommendations of that review (12 months)	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>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.</p> <p>It has had preliminary conversations with the youth team regarding the feasibility of launching Instagram accounts. This is something that will be explored further in the coming year.</p>
Multimedia - explore the opportunities for using more multimedia on social media channels (videos, polls, competitions) (12 months)	Cross cutting across all priorities	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>As mentioned above, we have carried out a review of the use of multimedia on Facebook and Twitter. We are aware contemporaneous posts (those which tell something new) and video posts are the most popular of our posts. We will be encouraging greater use of multi-media over the next 12 months.</p>
Communications Plan <ul style="list-style-type: none"> • compile a comms plan which specifically looks at how ECDC can enhance its reputation as an environmentally conscious council (6 months) • sign off and deliver the comms plan (12 months) 	Cleaner, greener East Cambridgeshire	As identified, annually	Not applicable.	Communications Manager Communications Assistant	<p>A comms plan which looked at how ECDC 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.</p>