

Communications Team End of Year Report 2024 to 2025

Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2023 to 2024	Owner and co-owners	Outcome or output 2024 - 2025
<p>Directors, service leads and staff</p> <ul style="list-style-type: none"> engage with service leads every month (as a minimum) ensure all agreed requests are delivered within one month 	Sustainable communities	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	On Going Regular updates have taken place with all service leads over the past year.
<p>Councillors</p> <ul style="list-style-type: none"> media training to be offered as required 	Sustainable communities	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	On Going Media training and briefing sheets provided on an ad hoc basis
<p>Trading companies and other partners</p> <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) 	Sustainable communities	As required, annually	Monthly meetings held with ECSS, ECTC, ARP to ensure communications support is provided to support their business plans.	Communications Manager Communications Officer	Completed - Target Met All ARP, ECSS and ECTC meetings attended as required and requests processed within a month. Council Tax bill reviewed Council Tax leaflet printed ARP letter content being reviewed. Supported ECTC comms as requested in relation to Eden Square
<p>Community engagement</p> <ul style="list-style-type: none"> continue campaign to encourage residents to sign up to monthly council newsletter (six months) 	Sustainable communities	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 2024/25	Communications Manager	On Going Community Engagement undertaken as part of the LGR Comms has reviewed the communications surrounding the register of consultees Comms team has attended 6 engagement events Ongoing feedback is sought

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attend minimum of six engagement events and seek feedback on council communication (12 months)					on council communication from journalists, via the website, on social media and through internal communication.
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 	Sustainable communities	As identified, annually	Regular engagement with parish councils ongoing	Communications Manager Communications Officer	On Going As the comms team regularly engage with parish clerks the annual parish call round has been replaced with regular one to one engagement. Parish clerks now regularly contact the comms office to discuss adhoc needs and the comms team calls into parish council offices when out and about in the district. Parish councils receive all press releases and toolkits as standard (eg election toolkits, Winter Fuel Payment toolkits)
Crisis comms and business continuity work with directors and service leads to ensure all risks to the council are identified and mitigation measures put in place where possible	Sustainable communities	As identified, annually	Existing performance measure. Attended 1 x COMAH event and 1 x Warn and Inform exercise.	Communications Manager Communications Officer	Completed - Target Met Comms team has responded to a number of enquiries from the media but there has been no crisis comms required Warn and Inform meetings attended, including training exercises focused on power outages and one on flooding
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	Sustainable communities	As identified, annually	Existing performance measure. Ongoing.	Communications Manager Communications Officer	Completed - Target exceeded Comms team has delivered campaigns for Ask for Ani, elections, Pride of Place, Pension Credit and hedgehog awareness It has issued 55 press releases since 1 April It has promoted 18 awareness raising press releases and numerous awareness raising events on social media.
Elections	Sustainable communities	As identified, annually	New performance measure.	Communications Manager	Completed - Target Met The comms team successfully delivered the PCC election in

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<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) 				Communications Officer	May and the general election in July 2024. It is working on the Mayoral elections planned for May 2025 including a review of the Choose Your Mayor website and candidate brochure. It has supported 5 Neighbourhood Plan referendums and 9 parish council elections.
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) 	Sustainable communities	As identified, annually	This project is of considerable size and remains a work in progress.	Communications Manager	On Going This is ongoing. This year there has been a heavy focus on making sure the new website reflects the council's brand, key messages and tone of voice and ensuring accessibility guidelines are adhered to across all digital and print platforms.
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 	Sustainable communities	As identified, annually	New performance measure. Target date for new website to be delivered November 2024	Communications Manager Communications Officer	Completed - Target Met The comms team has been heavily focused on the delivery of a new website which successfully went live on deadline in November, including: Organising new navigation, drafting and proofing new copy, liaising with service leads and members of the web project team
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) <p>ensure at least one interactive post is issued every month</p>	Sustainable communities	As identified, annually	Facebook: 3700 Twitter: 5019	Communications Manager Communications Officer	Completed - Target Met Metadata for this year shows: <ul style="list-style-type: none"> Facebook: 4265 (15.3% increase) X: 4880 (2.8% drop) NB: Latest Ofcom data shows nationally the percentage of UK population leaving X during 2024 was also equivalent to 2.8% Takeover days and interactive posts were put on hold firstly because of the extensive pre-

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					election periods and secondly to accommodate the workload of the website project
Bereavement centre support the council in the delivery of its bereavement centre	Sustainable communities	As identified, annually	New performance measure.	Communications Manager	Completed - Target Met The comms manager has supported the bereavement centre team with press releases and updated website copy. It has also drafted a communications plan to support the centre
Local Plan • support the council in the delivery of the new Local Plan	Sustainable communities	As identified, annually	New performance measure.	Communications Manager	Completed - Target Met The comms manager drafted two press releases regarding the Local Plan. Work on the Local Plan has since been put on hold
Waste and recycling projects • 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	Sustainable communities	As identified, annually	New performance measure.	Communications Manager Communications Officer	On Going The comms team has provided ongoing support for the new bin service project, including issuing 1 x press release, attended 2x engagement events, reviewing policy documents and compiling a communications plan which is now in the process of being delivered. Work on Love Your Street has been put on hold to avoid conflicting messaging around the new wheeled bin and food waste project.
ECDC@50 deliver a communications campaign which helps celebrate the council's 50 th anniversary	Sustainable communities	As identified, annually	New performance measure.	Communications Officer	Completed - Target Met A communications plan was drafted, a video was created for the awards ceremony and internal communications have been drafted.
Community Safety Partnership - work with team members of	Sustainable communities	As identified, annually	New performance measure.	Communications Manager	Completed - Target Met The comms team works closely with the CSP to deliver all the objectives outlined in its

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<p>the CSP to help it meet its three core objectives:</p> <ul style="list-style-type: none"> increase public and business awareness of the CSP highlight issues identified in its statutory assessment react to incidents 					communications plan. Specifically, this has involved drafting new web text, editing the CSP newsletter, issuing 7 press releases and supporting the CSP with events, such as the Gateway Project, Youth Fusion and the court events
<p>Economic development</p> <ul style="list-style-type: none"> provide support as required to the Economic Development team 	Sound financial management	As identified, annually	New performance measure.	Communications Manager	<p>Completed - Target Met</p> <p>The comms team has provided ongoing support for the economic development team, including issuing 4 x press release, reviewing web text, attending 1 x event, supporting the launch of LinkedIn which now has 501 followers and drafting an investor briefing newsletter</p>
<p>Environmental communications</p> <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 	Cleaner, greener East Cambridgeshire	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 Communications Officer	<p>Completed - Target Met</p> <p>The comms team has provided ongoing support for environmental communications, including issuing 4 x press releases, reviewing web text and supporting internal comms</p>
<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% 	Cleaner, greener East Cambridgeshire.	As required, annually	Paper: 311 sheets used April 2023 to January 2024	Communications Manager	<p>Completed - Target Met</p> <p>The comms team have completed a paper identifying how the comms team contributes to the green agenda. Latest paper usage figures stand at 385 (Print outs used mainly for website project)</p>