



East Cambridgeshire
District Council

Communications Team Service Delivery Plan 2025 to 2026

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 £124,682 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 2024 to 2025	November 2025	Operational Services
End of year report 2024 to 2025	March 2026	Operational Services
Service Delivery Plan 2025 to 2026	March 2026	Operational Services

Communications Team Service Delivery Plan 2025 to 2026

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.

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 2024 to 2025	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 2025/26 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 2024 to 2025	Owner and co-owners
Community engagement <ul style="list-style-type: none"> continue campaign to encourage residents to engage as appropriate with initiatives such as LGR and Register of Consultees attend minimum of six engagement events seek ongoing feedback on council communication (12 months) 	As identified, annually	Provided support for the community engagement plan developed by Communities & Partnerships Team. Regular engagement with parish councils, stakeholders and members of the public. More than six engagement events attended in 2025/26	Communications Manager
Parish Councils <ul style="list-style-type: none"> maintain regular contact with 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. Ongoing.	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 Mayoral and County Council elections observe the pre-election period 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 2024 to 2025	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	Existing performance measure. Ongoing.	Communications Manager Communications Officer Reprographics Manager
Website <ul style="list-style-type: none"> work with the head of Customer Services and Reprographics to support phase 2 of the website project 	As identified, annually	New website delivered in November 2024. Phase 2 commenced.	Communications Manager Communications Officer
Social media <ul style="list-style-type: none"> increase following on Facebook by 5 per cent (12 months) ensure interactive posts are issued where possible 	As identified, annually	Facebook: 4265 X: 4880 LinkedIn: 501	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.	Communications Manager Communications Officer
Sunnica <ul style="list-style-type: none"> support the council in responding to requirements in relation to Sunnica 	As identified, annually	New performance measure.	Communications Manager
Local Government Reorganisation <ul style="list-style-type: none"> support the council as required with LGR to include issuing regular internal comms and organising briefing events 	As identified, annually	New performance measure.	Communications Manager Communications Officer
Food Waste and Wheeled bin project <ul style="list-style-type: none"> support the council in the delivery of its Food Waste and Wheeled Bin roll out, to include customer engagement and delivery of its comms plan support the council in its mission to increase its recycling rate 	As identified, annually	New performance measure.	Communications Manager Communications Officer
Community Safety Partnership - work with team members of the CSP to help it meet its three core objectives:	As identified, annually	Existing performance measure.	Communications Manager Communications Officer

Performance measure	Target and reporting timescale	Baseline/output from 2024 to 2025	Owner and co-owners
<ul style="list-style-type: none"> increase public and business awareness of the CSP highlight issues identified in its statutory assessment react to incidents 			

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 2024 to 2025	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 2024 to 2025	Owner and co-owners
Environmental communications <ul style="list-style-type: none"> 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 are. 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 2024 to 2025	Owner and co-owners
Every job a green job <ul style="list-style-type: none">• commit to reducing printing and paper usage by 10%	As required, annually	New performance measure. Paper: 311 sheets used April 2023 to January 2024	Communications Manager Climate Change and Natural Environment Officer