



Communications half year report 2025 to 2026

Target On Track

The Communication team's mission is to support the council with communications to assist in the proactive delivery of 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

Performance measure	Target and reporting timescale	Half year update
Directors, service leads and staff - engage with service leads every month (as a minimum) - ensure all agreed requests are delivered within one month	As required, annually	Target On Track Meetings are held with directors and service leads on a regular basis to discuss and align performance against the Corporate Plan. All work requested has been completed.
Councillors media training to be offered as required	As identified, annually	Target On Track Media training provided to councillors on an ad-hoc basis, as

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		required, to enable the Comms team to facilitate interviews for BBC and ITV news, local radio and the press.
Trading companies and other partners - 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	Target On Track Comms team meets monthly with ECSS, ECTC, ARP to ensure communications support is provided to support their business plans. This year we have attended ECSS board meetings to support the changes to the waste service
Community engagement - 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	Target On Track Provide support to the Communities & Partnerships Team for the community engagement plan. Regular engagement with parish councils, stakeholders and members of the public. This year we have assisted the team in reviewing the Register of Consultees. Also see LGR section below.
Parish Councils - 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	Target On Track Regularly engage with parish councils with toolkits, newsletters and press releases.

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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	As identified, annually	On Going Liaison with directors, service leads, health and safety and emergency planning advisor and the CPLRF to ensure risks are identified and mitigating measures put in place.
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	As identified, annually	Target Exceeded Annual comms plan created at start of year and maintained on an ongoing basis. Year to date: 7 campaigns, 29 awareness raising opportunities and 24 press releases.
Elections - 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	Target On Track Communications plan created and executed for the Mayoral and Cambridgeshire County Council elections, with East Cambs being the lead authority for the Mayoral election. Ongoing support to Democratic services for any ongoing election support required.
Branding 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	On Going Ongoing support for the reprographics team and the digital services team to ensure consistent application of the council's adopted brand.
Website work with the head of Customer Services and	As identified, annually	On Going Phase 2 has commenced, the

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Reprographics to support phase 2 of the website project		Communications team is providing support and input as required.
Social media - increase following on Facebook by 5 per cent (12 months) - ensure interactive posts are issued where possible	As identified, annually	Target On Track Facebook: 4703 (10% increase in 6 months) X: 4880 (0.8% decrease. Early predictions in the average decline of X audience in 2025 is 10%, so we are currently performing better than average) LinkedIn: 658 (31% increase for this new platform) Continuous review of social media channels and offering to ensure we are targeting the correct audiences.
Bereavement centre support the council in the delivery of its bereavement centre	As identified, annually	Target On Track Communications plan has been developed, with comms working closely with the project lead
Sunnica support the council in responding to requirements in relation to Sunnica	As identified, annually	Target On Track Comms working closely with planning service and operations director regarding the Sunnica development, and providing support as required.
Local Government Reorganisation support the council as required with LGR to include issuing regular internal comms and organising briefing events	As identified, annually	Target On Track Comms team has worked closely on the collaborative projects with comms colleagues in other authorities and as part of the LGR project team, this has included a county wide survey in

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		Summer 2025. East Cambs residents have also been engaged with an East Cambs survey in early Spring 2025. Internal comms has included information on LGR in each newsletter in 2025 and 3 LGR dedicated newsletters which have also been shared with parish councils. 4 staff briefings have been held and the staff intranet has pages populated with LGR information. The council's website also has a dedicated section for LGR which is updated on a regular basis as information becomes available. Parish council briefing events have also been held and communications provided to district councillors and MPs.
Food Waste and Wheeled bin project - 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	Target On Track A comms plan is in place to support the roll out of the food waste and wheeled bin project. Activity to date has included a literature audit, press releases, direct mail to customers, social media and website updates.
Community Safety Partnership - work with team members of the CSP to help it meet its three core objectives: - increase public and business awareness of the CSP - highlight issues identified in its statutory assessment - react to incidents	As identified, annually	Target On Track Comms team works closely with East Cambs CSP to proactively and responsively engage with residents and raise awareness of the CSP and issues experienced by residents in East Cambs.

Performance measure	Target and reporting timescale	Half year update
Economic development provide support as required to the Economic Development team	As identified, annually	Target On Track Comms team liaises closely with the econ dev team to support with business grant launches, LinkedIn new social media channel and sharing information for forward distribution to the business network.
Environmental communications - ensure all press releases are issued within one month of the request date - provide internal comms support for the Green Team	As required, annually	Target On Track Comms liaise closely with the Climate and natural environment services team to support the Environment Action Plan and ensure timely communications to residents to raise awareness of actions completed and further developments by the council. 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, water reduction and acting more sustainably, via internal comms.
Every job a green job commit to reducing printing and paper usage by 10%	As required, annually	Target Off Track Paper: 380 sheets used April 2025 to September 2025, an increase of 55% on the previous figures, due to LGR workload. Overall, the Comms team is the fourth lowest user of paper in the council