

Communications End of the Year Report 2025 to 2026


Performance measure	Link to Corporate Plan priority	Target and reporting timescale	Baseline/output from 2024 to 2025	Owner and co-owners	Outcome or output 2025 to 2026
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 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Completed – Target Met Meetings are held with directors and service leads on a regular basis to discuss and align performance against the Corporate Plan
Councillors <ul style="list-style-type: none"> media training to be offered as required 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Completed – Target Met Media training and media briefing sheets provided to councillors on an ad-hoc basis to enable the Comms team to facilitate interviews for BBC and ITV news, local radio and the press. This year 4 radio, 6 TV and 1 press interviews have been completed.
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) 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Completed – Target Met Comms team meets monthly with ECSS, ECTC and ARP to ensure communications are provided to support their business plans. This year we have attended ECSS board meetings to support the changes to the waste service. We have liaised with ARP to produce the annual Council Tax letter and an insert for the new waste service. We are also liaising with them regarding back of bills and letters to residents and businesses.
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 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Completed – Target Met Provided 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 attended / supported the following engagement events: Gateway project, the Parish Council Conference, the opening of a Community Shop, Community Appointments Day, Youth Fusion, Pumpkin Fair, Health and Well Fair. and assisted the Communities team in reviewing the Register of Consultees. The comms team consistently invites feedback on its communications

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<ul style="list-style-type: none"> attend minimum of six engagement events <p>seek ongoing feedback on council communication (12 months)</p>					via the website, anecdotal evidence and social media. Also see LGR section below.
<p>Parish Councils</p> <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 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Completed – Target Met</p> <p>Regularly engage with parish councils with toolkits, newsletters and press releases. Recent communication has included updates on Sunnica, the waste and recycling project, LGR and the Mayoral elections. We have also assisted third parties with updates on situations affecting the district, such as avian influenza.</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 the council are identified and mitigation measures put in place where possible 	Sustainable communities	As required, annually	All comms completed successfully during 2024 to 2025	Communications Manager	<p>On Going</p> <p>The Comms team has regular liaison with directors, service leads, the health and safety manager, emergency planning advisor and the CPLRF to ensure risks are identified and mitigating measures put in place, where required. We regularly attend CPLRF training exercises.</p>
<p>Communications Plan</p> <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 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Target Exceeded</p> <p>Annual comms plan created at start of year and maintained on an ongoing basis. Year to date: 13 campaigns, 46 awareness raising opportunities and 51 press releases.</p>
<p>Elections</p> <ul style="list-style-type: none"> deliver a communications campaign which supports the Mayoral and County Council elections 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Target Met</p> <p>Communications plan created and executed for the Mayoral and Cambridgeshire County Council elections, with East Cambs</p>

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<ul style="list-style-type: none"> observe the pre-election period support the council in holding parish and town council elections and neighbourhood plan referendums (ongoing) 					being the lead authority for the Mayoral election. We also provided support for 2 parish elections and one neighbourhood plan. Ongoing support to Democratic services for any ongoing election activity.
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 required, annually	All work completed successfully during 2024 to 2025	Communication Manager Communications Officer	On Going Ongoing support for the reprographics team and the digital services team to ensure consistent application of the council's adopted brand. Work undertaken to support the council in creating strong subsidiary brands for Lake View, LGR and the waste project.
Website <ul style="list-style-type: none"> work with the head of Digital Services, Customer Services and Reprographics to support phase 2 of the website project 	Sustainable communities	As required, annually	All work completed successfully during 2024 to 2025	Communication Manager Communications Officer	Target Met Phase 2 has commenced, the Communications team is providing support and input as required. The team has also reviewed sections of the website relating to LGR and Waste.
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 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Target Exceeded Facebook: 5022 (18% increase on 2024/25) X: 4812 (1% decrease. The average decline of X audience since Jan 2025 in Europe is 10.5%, so we are currently performing better than average) LinkedIn: 752 (50% increase on 2024/25) An enhanced focus on delivering videos and animation has seen engagement on our Facebook channel increase, but more time is needed before statistical analysis data is available.
Bereavement centre	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	Target On Track

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<ul style="list-style-type: none"> support the council in the delivery of its bereavement centre 					<p>Communications plan has been developed, with comms working closely with the project lead and the new bereavement centre manager to deliver branding, videos, website, PR and stakeholder comms</p>
<p>Sunnica</p> <ul style="list-style-type: none"> support the council in responding to requirements in relation to Sunnica 	Sustainable communities	As required, annually	All work completed successfully during 2024 to 2025	Communication Manager	<p>Target Met</p> <p>Comms working closely with the planning service and Director (Operations) regarding the Sunnica development, and providing support as required, including the creation of dedicated stakeholder newsletters.</p>
<p>Local Government Reorganisation</p> <ul style="list-style-type: none"> support the council as required with LGR to include issuing regular internal comms and organising briefing events 	Sustainable communities	As required, annually	All work completed successfully during 2024 to 2025	Communication Manager Communications Officer	<p>Target On Track</p> <p>Comms team has worked closely on collaborative projects with comms colleagues in other authorities as part of the LGR project team. This has included a county wide survey in Summer 2025. East Cambs residents have also been engaged with East Cambs surveys in spring and autumn 2025. Internal comms has included information on LGR in each newsletter in 2025 and 4 LGR dedicated newsletters which have also been shared with parish councils. 5 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.</p>
<p>Food Waste and Wheeled Bin project</p> <ul style="list-style-type: none"> support the council in the delivery of its Food Waste and Wheeled Bin roll out, to include 	Sustainable communities	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Target On Track</p> <p>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,</p>

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<p>customer engagement and delivery of its comms plan</p> <ul style="list-style-type: none"> support the council in its mission to increase its recycling rate 					branding review, videos and website updates. All of the above is aimed at raising awareness of good/ new recycling practices, changes to the bin service and reducing waste contamination.
<p>Community Safety Partnership - work with team members of 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 	Sustainable communities	As required, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Target On Track</p> <p>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. As well as assisting with newsletters the team has also produced supporting comms (Gateway Youth Project) and a video (Safer Internet Day).</p>
<p>Economic development</p> <ul style="list-style-type: none"> provide support as required to the Economic Development team 	Sound financial management	As required, annually	All work completed successfully during 2024 to 2025	Communication Manager Communications Officer	<p>Target On Track</p> <p>Comms team liaises closely with the econ dev team to support with business grant launches, LinkedIn and sharing information for forward distribution to the business network, for example LGR and relevant consultations.</p>
<p>Environmental communications</p> <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 	Cleaner, greener East Cambridgeshire	100%, annually	100% achieved throughout 2024 to 2025	Communication Manager Communications Officer	<p>Target On Track</p> <p>Comms team liaises closely with the Climate and natural environment team and the green team to raise awareness of environmental matters and to support with press releases and social media coverage.</p>
<p>Every job a green job</p> <ul style="list-style-type: none"> commit to reducing printing and paper usage by 10% 	Cleaner, greener East Cambridgeshire	100%, annually	Target achieved	Communication Manager	<p>Target Off Track</p> <p>Paper: 849 sheets used April 2025 to 31 January 2026, an increase of 120% on the previous figures, due to LGR workload.</p>

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					Overall, the Comms team is the sixth lowest user of paper in the council.