



Communications Team - Summary

2012/13

Service Name: Communications

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This document can be made available in a range of languages, on tape, in Braille, large print and in other formats.

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Disclaimer: These reviews provide a snapshot of council services and activities at the time they were carried out, as we have tried to represent as far as we can the detail of what is provided.

Introduction

The Corporate Communications Team supports over 700 council services and important corporate functions such as key plans and strategies and internal communications through marketing, design, web, social media and media relations activities.

The aims are:

- To improve the council's reputation locally, regionally and nationally
- To improve services by winning support internally and externally for the council's aims
- To ensure good quality, clear and timely information is provided to staff and residents in a way that supports the council's brand and boosts its reputation.
- Central to improving public perception must be listening to residents, where possible acting on the things they ask for, and communicating this back.

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Communications Team:

What is provided?	<ul style="list-style-type: none"> ▪ Corporate documents and communication support ▪ Marketing campaigns ▪ Media Management ▪ Member training and development ▪ Communications Support for events ▪ Internal communications ▪ Communications support for elections ▪ Emergency Communications Support ▪ Corporate branding and signage 										
Why is it provided?	<p>Although this service is not statutory the Communication Team delivers a Communication service for the council to raise its reputation and ensure information is clearly communicated in the right way at the right time to residents, staff and stakeholders, using the full range of communications methods.</p>										
Who uses the services / what is the demand?	<p>Stakeholders:</p> <ul style="list-style-type: none"> • Local people • Partner organisations • Staff • Elected Members • Media – including national, local, digital and specialist • National opinion formers – e.g. civil servants, ministers, MPs, think tanks, academics and national organisations such as the, LGA and IDeA. • Tourists and visitors • Businesses and developers <p>Demand (2011/12):</p> <ul style="list-style-type: none"> • Written and designed over 700 external documents including Community Plan, Annual Report, Corporate Plan, Council Tax booklet, Torbay View. • 945 media enquiries • 317 press releases • External marketing campaigns – National Tourism TV Campaign, Art on the English Riviera, Torre Abbey, Channel Shift Strategy. • Develop Internal Communications and Social Media Strategy. 										
How much does it cost to provide?	<p>Staff: Full Time Equivalent staff 5.7 Headcount – 8</p> <p>Budget:</p> <table border="1" data-bbox="363 1827 1513 1944"> <thead> <tr> <th></th> <th>2009/10 £'000</th> <th>2010/11 £'000</th> <th>2011/12 £'000</th> <th>2012/13 £'000</th> </tr> </thead> <tbody> <tr> <td>Communications</td> <td>266</td> <td>392</td> <td>269</td> <td>243</td> </tr> </tbody> </table>		2009/10 £'000	2010/11 £'000	2011/12 £'000	2012/13 £'000	Communications	266	392	269	243
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How well are we providing it?

The Communications Team has won the following national awards:

- National CIPR award for Torbay View - Best Customer Magazine 2009
- Local Government Communications Reputation Awards 2010-Council Reputation National Bronze Award- Torbay Together Campaign
- Local Government Reputation Awards 2011- Employee Engagement.
- CIPR National Award- Internal Communications 2011

External Communication Results

The positive trend in terms of external communications and residents feeling informed continued in 2011 with the ViewPoint 17 results for communications which were published in August last year.

How satisfied or dissatisfied are you with public services?

Satisfaction with Torbay Council is 7% higher than in 2009-10

	2008-9	2009-10	2010-11
Torbay Council	30.2%	35.5%	42.5%

How well informed do you feel about...

Awareness of how to get involved is up by 19.4%

Awareness of how council tax is spent is up by 18.8%

Awareness of service standards is up by 12.2%

Awareness of what to do in the case of a large scale emergency such as pandemic flu is down by 12.4% (note 2009/10 we were mid swine flu pandemic hence peak in figure), but remains higher than in 2008-9

2011 Internal Communication Survey Results

- A 27% increase in the number of people who felt they were kept informed about what is going on in the council (33% 2009 compared to 59% 2011)
- 68% agree that internal communications has improved over the last 6 months