

EAST HERTS COUNCIL

OVERVIEW AND SCRUTINY COMMITTEE - 12 DECEMBER 2017

HEAD OF COMMUNICATIONS, STRATEGY AND POLICY

COMMUNICATIONS UPDATE

WARD(S) AFFECTED: ALL

Purpose/Summary of Report

- To present an update on the council's approach to communications.

RECOMMENDATION FOR OVERVIEW AND SCRUTINY COMMITTEE:

That

(A)	progress on the council's approach to communications be noted and that Members highlight any areas of concern or relevance
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1.0 Background

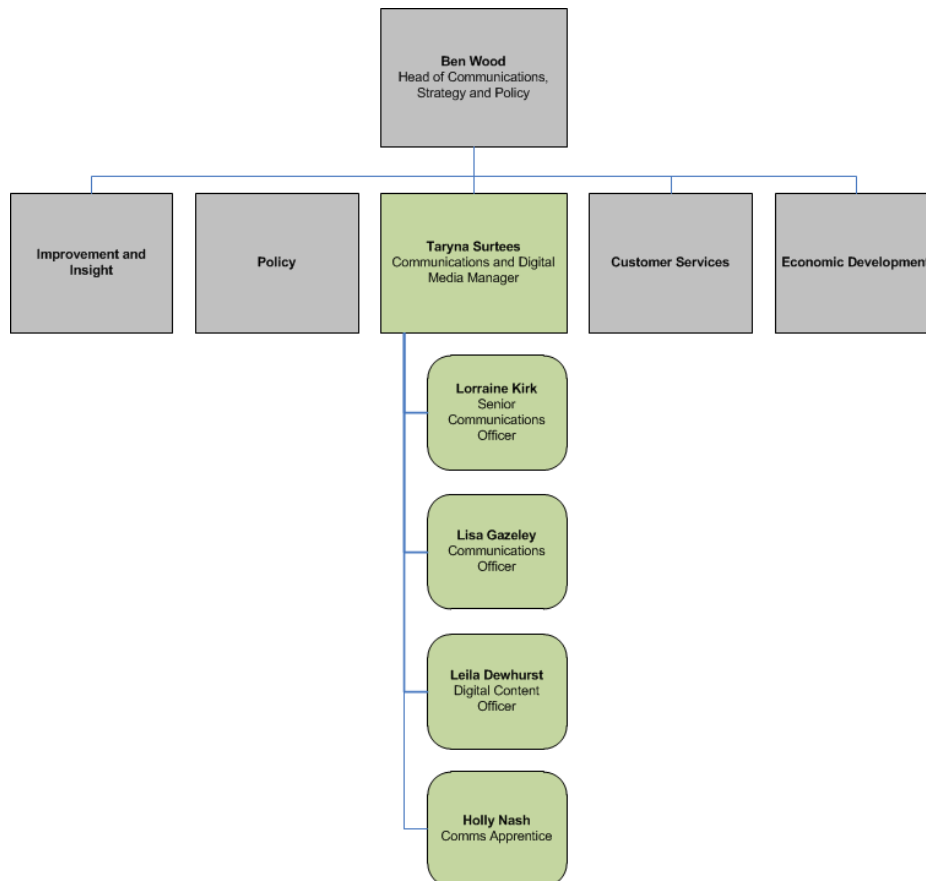
1.1 In late 2016 the Communications, Strategy and Policy service underwent a significant restructure, led by the Head of Service. Part of the business reason for doing so was to create additional management capacity within the communications function, as well as bring skills on web development and digital media together with 'traditional' media functions. This has placed the council in a stronger position to build its profile and presence as well as deliver corporate plan objectives.

1.2 The team is responsible for:

- Managing and creating all external communications through press, email marketing and corporate social media accounts (e.g. East Herts Facebook page and Twitter account @eastherts)
- Communications campaigns to raise awareness on delivery of key corporate objectives (e.g. air quality)
- Providing advice to Leadership Team and Executive on communications issues
- Press liaison

- Website and intranet development, standards and content
- Quality control for brand guidance

1.3 A new Digital Content Officer started in December 2016 and a new Communications and Digital Media Manager in January 2017. The team also had an apprentice start in September. The structure is as follows:



1.4 Within the first few months of 2017 the team reviewed its work programme and, in conjunction with the portfolio holder for communications (Cllr Linda Haysey), set out some new objectives to help support the council gets its key messages across to stakeholders. More details can be found at **Essential Reference Paper B**.

1.5 Essential Reference Papers C-F contains performance data for the past four quarters against each of the different platforms and channels we use to communicate with stakeholders

2.0 Implications/Consultations

2.1 Information on any corporate issues and consultation associated with this report can be found within **Essential Reference Paper 'A'**.

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