

S&R 1st December 2022

Appendix D - Communications Business case

Annex A: Communications service level options

Below is a list of work the communications service currently delivers, along with details of what a reduced in-house service might cover and what could be outsourced.

To provide a reduced service, some work will need to move to other teams. These are listed under Option 2. The tick shows what work will continue and the red cross what will stop.

Activities	Option 1: Current service	Option 2: Reduced service	Option 3: Outsourced service
Advice, guidance, projects and campaigns			
Communications advice and support for specific projects eg Queens Park, Boundary review, Regeneration / Local Plan, Outcome of Future Tandridge Programme	✓ Multiple campaigns. Service flexes to meet demand	✓ Up to 4 a year. Records show there will be more requests	✓ Up to 4 a year. Contingency for additional work
Providing general communications advice and guidance	✓	✓	✓
Specific advice and guidance eg reviewing letters and job adverts	✓	✗	✗
Ongoing campaign execution (eg lottery and community fund, elections, recycling and waste, Northgate)	✓ Multiple campaigns	✓ Up to 4 campaigns	✓ Up to 4 campaigns. Contingency for additional work
Supporting partners' campaigns and initiatives	✓	✗	✗
Branding and corporate identity	✓	✓	✓
E-newsletters (content, design and issue)			
News and events	✓ fortnightly	✓ monthly	✓ monthly
Councillor newsletter	✓ monthly	✓ monthly	✓ monthly
Business	✓ monthly	✓ every two months	✓ every two months
Housing	✓ quarterly	✓ quarterly	✓ quarterly
		Reduced content for all newsletters	Reduced content for all newsletters
Recycling and waste	✓	✗	✗
Planning	✓	✗	✗
Local Plan	✓	✗	✗
North Tandridge and Caterham	✓	✗	✗
Green Waste Club	✓	✗	✗
Seasonal newsletters	✓	✗	✗
Wellbeing newsletter	✓	✗	✗
Publications content, design and print			
Corporate flyers annual billing	✓ Up to 5 flyers	✓ 1 flyer	✓ 1 flyer
Corporate leaflets, editing existing leaflets, design and print eg housing, recycling and waste	✓	✓ Reduce number and move content to website	✓ Reduced number and move content to website

Councillors leaflet	✓	x	x
Monthly free page in local magazines	✓	✓	✓
Official guide and street plan	✓	x	x
Internal communications and staff engagement			
Monthly staff e-newsletter	✓	Add content to new intranet	Remain in-house
Staff briefing support	✓	Move to CE PA	Remain in-house
Managing the intranet and its content	✓	✓	Remain in-house
Maintaining the notice board outside the building (change to digital notice board)	✓	Move to Customer Services	Remain in-house
Staff engagement plan	✓	Move to HR	Remain in-house
Corporate internal messaging	✓	All teams to send their own	Remain in-house
Website			
Overall management of website including contracts (contract for hosting and support until 2023)	✓	✓	Remain in-house
Maintaining and updating website content	✓	✓	✓
Website event management	✓	✓	✓
Accessible documents	✓	✓	✓
Data protection checks eg redaction carried out correctly	✓	✓	✓
Managing search function	✓	✓	✓
Managing accessibility, links, grammar, spelling	✓	✓	✓
Media relations, press and social media			
Drafting press/news releases, publish and share	✓	✓	✓
Responding to press enquiries and press monitoring	✓	✓	✓
Social media management			
Posting news and campaign material to social media accounts	✓ Main accounts, all FB groups 25+	✓ Main accounts, key FB groups	✓ Main accounts
Drafting and sharing social media posts	✓	✓	✓
Monitoring social media and responding to enquiries	✓	Move to Customer Services	Remain in-house
Managing corporate LinkedIn page including jobs	✓	Move to HR	Remain in-house
Supporting or running consultations and surveys			
Residents' survey	✓	Move to Policy	✓
Staff surveys	✓	Move to HR	✓
Other surveys /consultation	✓	Move to Policy	✓
Focus groups	✓	Move to Policy	✓
Communications support for emergencies/crisis			
Take lead for communications and share messaging	✓	✓	Remain in-house
Provide draft messaging for councillors, public and staff	✓	Move to Emergency Planning	Remain in-house

Represent council on Multi Agency Group if wider crisis	✓	✓	Remain in-house
Textlocal emergency messaging – staff and tenants	✓	Move to Emergency Planning	Remain in-house

Design and print support			
Design, print and finish documents, committee reports, leaflets, posters, banners etc.	✓	✓ Reduced printing ie no committee reports	✓
Mailmerge, mailshots incl enveloping eg elections, benefits, council tax, recycling and waste	✓	✓	✓
Photocopier contract, management and maintenance (contract ends 2025)	✓	✓	Remain in-house
Design and print for external customers	✓	✗	✗
Complaints and FOI management and administration			
Complaints policy, admin and oversight	✓	Move to Policy	Remain in-house
FOI admin	✓	Move to Legal	Remain in-house
Committee reports	✓	Move to Policy	Remain in-house
Other work			
Chair and lead Surrey Communications Group	✓	✓	Remain in-house
Support Chairman's activities	✓	✓	✓
General administration	✓	✓	Remain in-house
Ad hoc requests from councillors	✓	✗	✗
Analytics - Google Analytics, social media, e-newsletters	✓	Move to Data and Insight or automate	Remain in-house