

S&R 1st December 2022

Appendix D - Communications Business case

Annex B: Communications Team satisfaction survey

In May, as part of the Communications Team service review, we carried out a satisfaction survey to find out which activities the team provides are important to other teams and how satisfied they are with the service provided.

A link to the survey was sent to 58 staff the team works with most frequently. 26 replies were received. While the number of responses received is too low to base any decisions on without further qualitative data, they give an indication of how the team is rated and performs.

1. Please rank how important the following services provided by the Communications Team are to you on a scale of 1-10, where 1 is not important and 10 very important:

Activity	Rating
Adding new content to the website and amending existing content.	8.62
Providing communications advice and support on specific projects, including press releases and social media content.	8.5
Communications support following emergencies/crisis.	8.4
Design and print support.	7.96
Running campaigns to promote services and initiatives.	7.88
Media relations press and social media monitoring.	7.83
Internal communications, including messages to staff, staff e-newsletter, staff briefing support and updates to the Hub/Sharepoint.	7.64
Complaints and FOI request management and administration.	7.62
Providing general communications advice and guidance.	7.58
Supporting or running consultations and surveys.	7.46
E-newsletters.	7.16
Reviewing/editing written content, including council letters and job adverts.	6.13
Supporting partners' campaigns and initiatives eg GOV, SCC, NHS, Police, Freedom Leisure.	5.96

2. How satisfied are you with the service provided for each piece of work?

The number in brackets is the number of responses to that question.

Activity	Very dissatisfied	Neither satisfied or dissatisfied	Satisfied Very satisfied
Providing general communications advice and guidance.	0%	12% (3)	88% (23)
Adding new content to the website and amending existing content.	4% (1)	8% (2)	88% (22)
Design and print support.	4% (1)	16% (4)	80% (20)
Running campaigns to promote services and initiatives.	0%	20% (5)	80% (20)
Providing communications advice and support on specific projects, including press releases and social media content.	0%	23% (6)	77%
Communications support following emergencies/crisis.	0%	25% (6)	75% (18)
Media relations press and social media monitoring.	0%	28% (7)	72% (18)
Supporting or running consultations and surveys.	0%	28% (7)	72% (18)
E-newsletters.	0%	28% (7)	72% (18)
Internal communications, including messages to staff, staff e-newsletter, staff briefing support and updates to the Hub/Sharepoint.	4% (1)	25% (6)	71% (17)

Complaints and FOI request management and administration.	4% (1)	28% (7)	68% (17)
Reviewing/editing written content, including council letters and job adverts.	4% (1)	37% (9)	59% (14)
Supporting partners' campaigns and initiatives eg GOV, SCC, NHS, Police, Freedom Leisure.	4% (1)	54% (13)	42% (10)

3. How satisfied are you with the communications services, advice or support you receive?

The team:

The number in brackets is the number of responses to that question.

Activity	Very dissatisfied Dissatisfied	Neither satisfied or dissatisfied	Satisfied Very satisfied
Always responds to e-mails and calls.	4% (1)	0%	96% (25)
Provides a high standard and quality of work.	0%	8% (2)	92% (23)
Provides a good standard of customer service.	0%	8% (2)	92% (23)
Gives sound/good/strategic advice.	4% (1)	8% (2)	89% (23)
Completes any work within the agreed deadline.	4% (1)	8% (2)	89% (23)
Is clear about what work I need from them.	0%	15% (4)	85% (22)
Always responds to Salesforce cases or enquiries.	4% (1)	12% (3)	84% (21)
Provides clear information or requests about the work they need.	0%	22% (6)	78% (20)
Helps me meet my performance measures (KPIs).	4% (1)	48% (11)	48% (11)

4. How satisfied are you with the way the Communications Team works with you to deliver its services? The team:

The number in brackets is the number of responses to that question.

Activity	Very dissatisfied Dissatisfied	Neither satisfied or dissatisfied	Satisfied Very satisfied
Behaves in a friendly and professional manner.	0%	12% (3)	88% (23)
Works collaboratively with me/my team.	4% (1)	12% (3)	85% (22)
Understands my responsibilities and my team's.	0%	24% (6)	76% (19)
Goes the extra mile.	4% (1)	23% (6)	73% (19)
Embodies the Council's values and a culture of positivity.	0%	27% (7)	73% (19)
Plans ahead to make sure my team has capacity to support them.	4% (1)	27% (7)	69% (12)
Takes the initiative when solving problems and provides effective solutions.	4% (1)	29% (7)	67% (16)
Invites and welcomes regular feedback to discuss the service provided, along with any improvements.	4% (1)	48% (12)	48% (12)

5. Do you have any other feedback or suggestions about the service the team provides?

The feedback provided is detailed below.

- Comms are essential to this Council and my team. Planning policy deal with a multitude of matters from controversial, to positive and informative. Helping communicate this to our communities, stakeholders, members and the press is essential and applies across services. Comms shape the face of this Council and its reputation and while customer service and hard working is essential from everyone else, our wider area doesn't see any of this without the assistance of comms.
- The design and print service is excellent
- The Communications Team are an important element in the planning policy service area. Particularly with supporting our team with Local Plan, Neighbourhood Plans and

Supplementary Planning Document consultations - which are a statutory requirement of the process. The team assist with press releases, website content for our pages, provide advice etc. throughout the consultation process. The team also provide us with adhoc design and print services for reports and other docs we are statutorily required to publish on our website and although not ideal (and sometimes through no fault of our own), respond to any last minute requests to enable us to publish required information. The support of the communications team and the polite and professional manner they always work in help us to complete our work from the early stages right through to the end of the process. If there is anything more we could do as a team to support the Communications Team to enable effective joint working to produce good quality communications then we would be happy to have a meeting and discuss or have further training to assist.

- I think we as a Council should be less reactive to social media posts. If someone has a complaint about an officer or service then we have a complaints procedure.
- There is a huge income potential in the Print room and also for marketing and PR. It needs someone to drive it forward but with the current equipment levels, the capability of the staff are such that this should be a viable income source. Otherwise, your team are always willing and able. A valuable resource for me.
- The team are very professional, flexible and go the extra mile to make sure we deliver the right messages and responses to our residents and within our Council. I enjoy working with them all and we deliver the best we can together - they are the experts on comms and we are the experts on our subject matters. - Our team could better support the comms team by providing more notice for support on certain annual tasks. This is dependent on our teams workloads and having the time to plan properly which has been challenging over the last few years. We could also put together standard template replies for reoccurring issues to ensure the team are communicating more consistently and effectively. - Would it help to have comms champions across the Council who would be the go to people if you just need to check basic comms such as letters and e-mails? They could be the go to people to sense check for basic comms mistakes (such as not putting what you want to say in the first paragraph). I know there has been a lot of work done on getting corporate templates in a better shape however there are still a lot of very wordy basic communications going out, which if improved would mean our communications would be more effective. I appreciate this may not reduce the amount of cases raised for the comms team. Alternatively, it could be a training need for all teams on communicating more effectively, the templates done before are excellent but only if they are read and put into practise.
- The website is so key to the communication to our residents. Service areas don't keep the pages updated and information is difficult to find. I think a different model of keeping the content up to date would be key to the service re-design and I think it would sit better within the comms team rather than leaving it to each service area as this isn't working, but appreciate that this takes resource!
- The ratings are based on feedback that I have received from my team. Essentially, it is felt that the Communications team always appear to be busy but did not have the capacity to deliver on demands. This may be because they pulled in a multitude of different directions e.g re-writing blogs/ letters and job descriptions. The activity does appear to be more reactive than proactive and very 'traditional'. There should be an annual communications plan owned and signed off by senior management. This should be monitored quarterly to ensure that positive outcomes are being delivered.
- The team have always been supportive and easy to approach. Training around how we use platforms such as LinkedIn would be welcome. Use of SharePoint as a tool for comms amongst teams would help our team. Thank you.
- I think we are very lucky at Tandridge to have such a dedicated and proactive Comms team. Everyone in the team is approachable and I always get a response to my enquiry even if it is just to tell me they are busy and it would be best to raise a case at this stage. My engagement with the Comms team have always been positive and I find the work they do always meets

expectations. I have not been involved in any feedback sessions, so it is the only thing I cannot award very satisfied to. Thank you for all that you do.
