

## **BABERGH DISTRICT COUNCIL CABINET MEMBER UPDATE**

<b>TO: COUNCIL</b>	<b>REPORT NUMBER: CMU20</b>
<b>FROM: Councillor Kathryn Grandon - Cabinet Member for Communications</b>	<b>DATE OF MEETING: 23 October 2018</b>

### **TO PROVIDE AN UPDATE FROM THE CABINET MEMBER FOR COMMUNICATIONS**

#### **1. OVERVIEW OF PORTFOLIO**

The Cabinet Member for Communications is responsible for effective and timely communications, both internally and externally. Their responsibilities include a specific focus on the council's key messages through a range of communication channels and how they are used to engage with, and listen to, all our communities, residents, electors, businesses, visitors, tenants, partners, customers, staff and members.

#### **2. RECOMMENDATION**

##### **2.1 That Council notes the report.**

#### **3. KEY ACTIVITIES/ISSUES OVER THE PAST 3 MONTHS**

##### **3.1 End of term report**

The communications team has been working with the business improvement team to deliver an end of term report covering the councils' key achievements and challenges over the previous term. This includes work on content, design and distribution to ensure residents can access the information as easily as possible. Members have been invited to suggest material for inclusion in the report, which is now being drafted. The report will be published in the coming months.

##### **3.2 Town and parish council briefings**

A new members' briefing note has been introduced to provide monthly updates to all members that can be included in their reports to their town and parish councils. Distributed by email, this briefing covers the key messages that the council has been promoting over the previous month, as well as key activities that have taken place. In addition, this provides another channel to communicate upcoming council meetings and engagement opportunities for town and parish councils.

##### **3.3 Stars of Babergh and Mid Suffolk**

Content promoting the awards has more than doubled in last couple of months and will continue until the event itself. Some small sums of money have been put behind social media (posts about award categories receiving fewer nominations) which has resulted in an increase in nominations. We are currently in discussion with videographers (incl. the event organiser) to look at options for the evening. A press release with Flagship was sent out to re-encourage nominations and received good coverage.

#### **4. KEY STORIES**

These are the main stories from the last quarter which have been proactively promoted on our communications channels. On a daily basis, the communications team provides a proactive and responsive service for journalists with press enquiries and advises staff from across the organisation on internal and external communications.

- £75,000 of infrastructure bids approved – the allocation of CIL funds to three bids in Cockfield, totalling £75,000 that will be spent on delivering infrastructure projects.
- Work has begun on the Multi-Use-Games-Area (MUGA) in Belle Vue Park in Sudbury, receiving media coverage. Work on the skate park will commence later this year once the MUGA is complete.
- New options for the Hamilton Road Quarter – the publication of an investor prospectus and new proposals for the redevelopment of Sudbury's Hamilton Road Quarter, following work commissioned by Babergh and carried out by Carter Jonas, proposing a mixed use development including retail, residential and leisure uses, including potentially a new cinema.
- Options study commissioned for Delphi site – Carter Jonas was commissioned by Babergh to conduct an options and appraisal study on the future of the former Delphi Industries site in Sudbury. Focusing on maintaining high skill employment on the site, the study is intended to identify key ways to secure the future of the site and is part of Babergh's work as a member of the South Suffolk taskforce.
- Tourist Information Centre in Lavenham – The decision to sell the TIC building in Lavenham to the parish council, securing its future, received media coverage
- Pop-up customer services in Shotley – The first provision of a pop-up style customer services desk in Shotley received positive media coverage, offering residents a face to face service without the need to travel into Stowmarket or Sudbury. The pop-up ran as part of a pilot scheme until the end of September, with more planned in future.
- Leaders' Question Time – the popular Leaders' Question Time, run by Cllr Ward and Cllr Osborne, continued, with visits to Lavenham, Bures and East Bergholt continuing the run of events.

## **5. INTERNAL COMMUNICATIONS CAMPAIGNS**

- Prostate Cancer Awareness Week – a campaign was run to promote awareness of prostate cancer internally, in partnership with other bodies based in Endeavour House.
- Developing our values – promotion of the work done by the developing our values team has continued, with both regular articles in internal newsletters and posters displayed in BMSDC floorplates in Endeavour House.

## **6. FUTURE KEY ACTIVITIES**

- Opening of the Cornard Riverside Path – following the purchase of a stretch of riverside in Great Cornard from the local angling association earlier this year, work is underway to complete the Cornard Riverside Path. When this work is finished there will be opportunities to promote this work, closing a long running chapter in the development of Bakers' Mill, to the local residents and media.

## **7. CONCLUSION**

The Council is working closely with staff and councillors to increase awareness of the Council's positive work, initiatives and services. A recruitment process has also recently been carried out to add capacity to the communications team.

Restructuring the team will enable more fully integrated media, marketing and digital campaigns to be delivered.