



Stockton-on-Tees  
BOROUGH COUNCIL

# CASSI

## Review of Communications

30<sup>th</sup> June 2009

# Overview

1. Description of the current service
  - Who provides the service
  - How much does it cost
  - How does it perform
  - Key challenges for the current service
2. Outcome of consultation about current service
3. Options for the future – initial thoughts

# The Communications Service

Service Area	Number of staff	Media	Marketing	Internal	Branding
Corporate Comms	<b>8.5</b>	65%	20%	10%	5%
D&NS- Bus. Performance	<b>6</b>		100%		
CESC - BSF	<b>1</b>	65%	20%	10%	5%
D&NS - Regeneration	<b>2</b>		50%		50%
Xentrall – D&P	<b>20</b>		80%	10%	10%
Xentrall – WebMaster	<b>1</b>		80%	10%	10%
<b>Total</b>	<b>38.5</b>				

# Description of Current Service – Media Relations

- Press Releases
- Media Enquiries
- Issues Management
- Crisis Management

# Description of Current Service – Marketing

- 6 Editions of Stockton News p.a.
- The A-Z Guide
- The electronic image library
- Marketing support for events and campaigns eg. SIRF, reputation campaign, recycling etc.
- Design and Print service
- The Web-Site

# Description of Current Service – Internal Communications

- 12 Issues of “KYIT”
- “Message of the day”
- Support to HR campaigns eg. Employee survey
- Intranet
- Newsletters

# Description of Current Service – Branding

## Branding the Council

- Corporate ID Manual
- Writing style guide

## Branding the Area

- Inward investment brochure and area promotion
- Tourism promotion

# How much does it cost?

2009/10 Running costs (core team)

Media Relations	£317k
Internal Communications	£103k
Marketing	£854k
Branding	£117k
Total	£1,391k

See next slide on additional 3<sup>rd</sup> Party costs



# How much does it cost?

Average 3<sup>rd</sup> party spend over last 2 years £1,591k

- Advertising £702k
- Design and Marketing £642k
- Print £247k

Decentralized and widespread

# How does it perform?

## Media Relations

- Internal Audit 2007 – good
- EIT Review – solid and reliable

## Internal Communications

- 2008 Employee Survey & focus groups - positive
- KYIT review 2005 – 83% read it 86% satisfied
- Member Consultation – Judith
- CAA – High level of awareness of Corporate priorities

# How does it perform? (Cont'd)

## Marketing

- 2008 IPSOS Mori Survey – generally positive
- 2007 Viewpoint on A-Z Guide 87% found it useful
- 2009 Socitm – Good web accessibility
- CAA – Public have positive view of Council

## Branding

- No Formal evaluation

# Key Challenges for current service – Media Relations

- Financial pressure on local media
- Rapidly emerging new forms of media
- Increased public expectation
- Freedom of Information Act
- Developments in CAA and need to inform

# Key challenges for current service – Internal Communications

- Economic Climate / EIT Reviews
- Demand for more joined up working / innovation
- Increased risks from volume of information – security and missing what is important

# Key Challenges for current service – Marketing

- Increased need to “sell” the message about the Council during current climate
- Link between being “informed” and “satisfied”

# Key Challenges for current service – Branding

- Current climate a challenge and an opportunity
- Place Survey and CAA
- More complicated due to outsourcing eg. Tees Active

# Consultation Outcomes

- Judith



# Options for the future – initial thoughts

## Media Relations

- Clear about role and size of media service
- Raise awareness of media throughout Council
- Take on new technologies
- Increase skills

## Internal Communications

## Strategic focus

# Options for the future – initial thoughts

## Marketing

- Clear about role and size of marketing activity
- Centralize for wider coverage and procurement
- Focus on key messages
- Review skills

## Branding

- Clear about aims
- Develop relationship with vTv
- Work more closely with other Communications activities