

Report to: **Audit, Best Value & Community Services Scrutiny Committee**

Date: **1 June 2012**

By: **Assistant Chief Executive**

Title of report: **Communications Service Review: update**

Purpose of report: **To provide the Committee with an update on the progress of the Communications Service Review**

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**RECOMMENDATION: The Committee is recommended to note the progress of the Communications Service Review.**

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## **1. Financial Implications**

1.1 There are no financial implications directly associated with this report. Phase 2 of the restructuring will be scoped in the last quarter of the year and financial implications will be clear at this stage.

## **2. Background**

2.1 As the Committee will be aware, the Communications Management Board (CMB) has been undertaking a review of the Communications Service with a view to refocusing the East Sussex County Council communications offer on the needs of the County Council, residents and businesses.

2.2 The review concluded in April 2012 and the CMB is overseeing implementation of the findings, primarily through a phased restructuring process:

- Phase 1 – redefining the role of Head of Communications and the management tier skills reporting directly into this post; and
- Phase 2 – determining the skills, attributes and capacity needed by the communications workforce to deliver the new service offer.

## **3. Update on Progress**

3.1 An oral update will be provided at the meeting and will apprise the Committee of:

- The plan to focus communications activities on 'impact' and 'outcome';
- A planned and evidence based approach to support corporate and departmental priorities;
- The importance of evaluation of the service with the ability to flex and refocus activity in 'real time' to maximise impact; and
- How support services are increasing their effectiveness through targeted communications, for example social marketing and press briefings.

SIMON HUGHES

Assistant Chief Executive, Governance and Community Services

Contact Officer: Lee Banner Tel: 01273 481857

Local Member: All

Background Documents

None