

SERVICE PLAN 2009/10 – COMMUNICATIONS & MARKETING

NOW ANALYSIS

THE SERVICE

Objective:	To provide a high quality and respected marketing and communications service internally and externally to promote and protect the reputation of the Council.
Budget:	Gross Expenditure: £497,480 Net Expenditure: £347,390
Staffing:	Total number 8 (7.2 FTE) - (4.6 FTE's for ABC & 2.6 FTE's funded by AF SLA)
<u>The Service:</u>	
Corporate Policy -	Support to the Chief Executive and Management Team and assistance in providing strategic direction on communications and marketing issues for the Council as a whole.
Strategic -	Develop and implement strategic approach to managing and co-ordinating proactive and reactive communications activities.
Media -	Advice on proactive and reactive media handling and issues management. Relationship management with local and regional media. Production of media releases, positioning statements and questions and answers. Management of media and publicity opportunities, briefing of media spokespeople.
Internal & Partnership -	Production of in-house information and communications materials. Management of council intranet and co-ordination of communication events. Facilitate partner extranets and/or websites
Marketing -	Co-ordination and management of marketing collateral (posters, leaflets, publications, website); Management and co-ordination of events and visits to promote Ashford. .
Corporate Identity -	Management of the Council's corporate identity and the application of the Ashford Borough Council corporate logo and the Ashford Best Placed brand
Consultation -	Assist with internal and external stakeholder consultation activities
Consultancy -	Provision of full service communications and marketing support to the Ashford's Future Company as part of a Service Level Agreement
<u>Key Partners:</u>	
Kent County Council Locate in Kent SEEDA English Partnerships Local media	

PERFORMANCE

Information on performance can be found in the quarterly Budget and Performance Monitoring Reports to the Executive.

WHERE ANALYSIS

GOALS

Short Term (2009/10)	Medium Term (2010/11)	Long Term (2011/12)
<ul style="list-style-type: none"> • Develop improved internal communications through the intranet, staff panel and ongoing staff briefings. (GQS) • Establish a Consultation Strategy including a Citizens' Panel. (CF3) • Establish options for an image library for the council of updated images. (GQS) • Develop a key facts ready reckoner. (CF) • Promote the brand for Ashford internally and externally. (AF) • Deliver Ashford Voice within budget. (CF1) • Continue to develop the Council's websites and intranet. (CF) • Ensure key council spokespeople are media trained and provide communications training to key council staff. (CF) • Ensure more Council services use the section for design and communication advice. (GQS) • Carry out an Employee Survey (GQS) • Produce an A to Z of Council services (CF) • Explore advertising income opportunities on the council's websites and through other channels (GQS) • Continue to co-ordinate marketing and communications for ABC, AF and other partners (CF) • Develop proposals to refresh the Ashford Borough Council brand. (AF) 	<ul style="list-style-type: none"> • Continue to co-ordinate marketing and communications for ABC, AF and other partners. (CF) • Continue to implement the Council's communications strategy. (CF) • Continue to promote the brand for Ashford. (AF) • Build on the communication channels available to the Council to enable more effective communications with customers. (CF3) 	<ul style="list-style-type: none"> • Continue to co-ordinate the marketing and communications issues for ABC, AF and other partners. (GQS)

IMPROVEMENT PLAN/STRATEGIES

People & Finance	Technology	Strategies
<ul style="list-style-type: none"> • Ensure staff are trained to use the current releases of design and production software. • Develop long term arrangements for managing and staffing consultation and research. • Continue to develop the team to provide an effective and efficient marketing and communications service. 	<ul style="list-style-type: none"> • Co-ordinate the implementation of the new Content Management Systems. • Develop all web sites to become key access portals for the council and Ashford generally. • Improve usage of electronic communication to disseminate information internally and externally. 	<ul style="list-style-type: none"> • a clear communications strategy for the Council for 2009/10 • Implement the communications, marketing and research strategies for ABC, AF and other partnerships. • A clear internal communications strategy for 2009/10. • Develop a community engagement strategy including a citizens' panel.