

## Corporate Communications

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**Service manager:** Garry Heron, Corporate Communications Manager

**Number of staff:** 8.1 (full time equivalents)

**Locations:** Civic Centre

### Purpose

Corporate Communications aims to enhance and protect the council's reputation through providing integrated corporate communications. The team is responsible for developing and delivering a wide range of communications, designed to promote the council and its services to communities and the wider public. The team works closely with the council's community planning partners to provide communications advice and support.

Corporate Communications has developed both the council's Branding Guidelines, Social Media Guidelines and the West Lothian Way Communications Guidelines to ensure a consistent approach is taken to all forms of communications. The team also play a leading role in supporting the delivery of online services via the council's website.

### Activities

The main activities of the service during the period of the Management Plan will be:

- ◆ Provision of a 24/7 media support service for the council
- ◆ Enhance the council's online communications channels
- ◆ Provision of a corporate design function for both online and print publications and ensure a consistent approach to the council's branding
- ◆ Provision of internal communications support to services
- ◆ Provision of a fully functional and enabling web platform

### Key Partners

The service actively works with our partners to plan, design and deliver improved services for our customers.

Our key partners include; other council services, West Lothian College, West Lothian Integration Joint Board, West Lothian Leisure, Police Scotland and GOSS (council website provider).

## Customer Participation

The service will actively engage customers and potential customers in the delivery and re-design of services to ensure that they are accessible and focused on their needs and preferences.

### Customer Consultation Schedule 2019/20

Customer Group	Method	Frequency	Responsible Officer	Feedback Method
<b>Internal service users</b>	Electronic survey	Annually	Corporate Communications Manager	Council intranet page and management team meetings
<b>Heads of Service and senior officers</b>	Electronic survey	Annually	Corporate Communications Manager	Council intranet page and management team meetings
<b>Local media</b>	Electronic survey	Annually	Corporate Communications Manager	Council intranet page and management team meetings
<b>Bulletin readers/ West Lothian residents</b>	Survey in Bulletin	Annually	Corporate Communications Manager	Publish results electronically and hard copy/ council intranet page and management team meetings
<b>West Lothian residents using council's social media</b>	Electronic survey	Annually	Corporate Communications Manager	Publish results online and promote on social media channels, intranet page and management team meetings

## Activity Budget 2019/20

## Corporate Communications

Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2019/20	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2019/20 £	Revenue Income Budget 2019/20 £	Net Revenue Budget 2019/20 £
<b>Media relations and reputation management</b>	To protect and enhance the reputation of the council via proactive news articles and secure balanced and fair reporting of all news stories relating to the council. Support elected members and officers on media campaigns and working with the media.	Enabler Service - Corporate Governance and Risk	CC041_Press releases issued Target: 60	WLAM	3.2	188,358	(25,495)	162,863
			CC043_Percentage of news stories in local media that are positive Target: 92%	WLAM				
<b>Publications</b>	To provide information for the public, elected members and staff relating to council services and service provision, in appropriate formats.	Enabler Service - Corporate Governance and Risk	CC062_Unit cost of Bulletin per household Target: £0.15	PUBLIC	1.5	71,307	(21,120)	50,187
			CC064_Number of articles in Bulletin/Inside News promoting equality or diversity Target: 9	WLAM				
<b>Online communications including social media</b>	Promote council, community planning partners and other local news using a variety of online communications channels.	Enabler Service - Corporate Governance and Risk	CC082_Percentage of new Facebook likes/Twitter followers Target: 10%	WLAM	1.3	67,271	0	67,271
			CC088_Total number of website visits: Target: 2,400,000	WLAM				

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Activity Name and Description		Link to Corporate Plan	Performance Indicator and Target 2019/20	PI Category	Staff Resources (FTE)	Revenue Expenditure Budget 2019/20 £	Revenue Income Budget 2019/20 £	Net Revenue Budget 2019/20 £
<b>Creative services, including graphic design, branding and photography</b>	Council services are supported by promoting visual impact and clarity to their services in an appropriate format. Enhance the council's corporate identity by ensuring the council's branding is used when appropriate.	Enabler Service - Modernisation and Improvement	CC055_Percentage of creative design jobs delivered in house Target: 0%	WLAM	2.0	181,630	(24,585)	157,045
			CC051_Number of creative design jobs completed Target: 9	WLAM				
<b>Service Support</b>	Provision of management and administrative Support.	Enabler Service - Corporate Governance and Risk	Support activities contribute towards the overall performance of the service. Performance is monitored through the indicators for front line activities.		0.1	14,611	0	14,611
<b>Total:</b>					<b>8.1</b>	<b>523,177</b>	<b>(71,200)</b>	<b>451,977</b>

## Actions 2019/20

The service will undertake a range of actions to support corporate priorities and objectives, improve services and deliver transformation.

### Corporate Communications Actions 2019/20

Action	Description	Planned Outcome	Owner(s)	Start	End	Status	Update
<b>Communications and Engagement</b>	Support for delivery of communications around transformation programme projects and all council related business.	Information is communicated effectively to stakeholders	Corporate Communication Manager	April 2019	March 2020	Active	A number of projects and programmes of work are ongoing assisting in the council's digital transformation.
<b>Digital transformation projects</b>	A programme of activity to ensure that the council is well placed to take advanced of opportunities offered in the digital age.	To deliver improved user-focused digital public services.	Head of Corporate Services	April 2018	March 2023	Active	The service continues to support the delivery of digital ambitions. The ICT Strategy and corporate systems are supporting digital processes across the council.
<b>Project Support</b>	Support for delivery of strategic transformation programme projects.	Optimisation of resources to support more efficient service delivery and reduction in spend.	Head of Corporate Services	April 2018	March 2023	Active	Continue to support Project development and implementation of ongoing projects.