

One Council Communications and Marketing



Draft Design Principles (v5)

1. Strong and effective governance to ensure professional communications and marketing resources are effectively deployed across the council to meet our ambition to be the best council in the UK and to meet service need.
 2. Strong leadership that sets the framework and standards for all communications and marketing activity undertaken by the council.
 3. Implementation of a professionally led communications and marketing structure, with all staff defined as 'in-scope' of the project being accountable to an appropriately qualified senior officer with professional responsibility for marketing and communications e.g. a Head of Communications and Marketing.
 4. Staffing and relevant activity resources to be centralised where appropriate to create economies of scale, efficiencies and consolidate scarce expertise to maximise contribution across the whole council.
 5. Communication and marketing staffing resources to be allocated to specific service areas where there is an overriding business reason for dedicated support. This could be virtual or staff physically located with services, dependent upon need. Such locally based staff will report to both a senior officer in the respective service (for day-to-day management issues) as well as professionally to the corporate structure.
 6. Chief officers to retain control of budgets related to core service marketing related activity, with professional support being provided through the corporate team (whether based centrally or locally), in accordance with agreed frameworks. All marketing and communications activity involving spend of £10,000 or greater, will be subject to consultation with the professional lead for communications to ensure value for money and to maximise on opportunities.
 7. When faced with urgent issues to respond to, communications and marketing staff will work flexibly to enable the council to respond in an effective and timely fashion. Release of staff to respond to such issues will be done in consultation with relevant directors and chief officers.
 8. The new communications and marketing function will be delivered as a council wide service with the most appropriate member of staff responding to each issue. This may, from time to time, necessitate the movement of staff across the council. Any such movements will be done in consultation with relevant directors and chief officers.
 9. The centrally based communications and marketing team will develop contractual arrangements and procurement frameworks with internal and external suppliers of professional communications and marketing services (design, printing, marketing etc.). All communications and marketing activity will be procured in accordance with the agreed frameworks.
 10. The team will proactively plan communications and marketing campaigns across the council, being informed by corporate and service planning arrangements, to encourage greater understanding of the key issues and priorities of the Council.
 11. All communications and marketing activity will be subject to formal monitoring and evaluation, in accordance with agreed frameworks.
 12. All services/directorates will have a single point of contact with the corporate team, to ensure the team understand and can respond to service need.
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