

Communications, Digital Services and Engagement Service Plan 2024-25

Link to the full draft [Communications, Digital Services and Engagement Team Service Plan](#)

2.1	Service Objectives 2024-25 Service level priorities we will deliver in 2024/25 which support the Council Plan Priorities; Better homes & communities, A greener East Devon, A resilient economy and quality services.
2.1.1	As the corporate Communications team we will be focused to promote and communicate the actions identified in the council and individual service plans.
2.1.2	We will coordinate all marketing activity and interaction with the media across the council setting corporate standards.
2.1.3	Reflecting diversity and reaching communities across East Devon, including digitally excluded groups, will underpin our communications and engagement work.
2.1.4	Support the delivery of the Strata business plan this includes the operation of the gateway which will determine which other (non-service catalogue) work is added to the Strata work programme on behalf of the council.
2.1.5	Corporate team leading on the digital transformation work under the Financial Sustainability Model (FSM) with outputs to be delivered through the year.
2.1.6	Corporate team leading on the Performance Management Data work under the FSM with outputs to be delivered through the year.
2.1.7	Establish corporate standards for the use of data and how this is presented across the council.
2.1.8	Action the SWAP (South West Audit Partnership) audits recommendations from the following audits <ul style="list-style-type: none"> • Firmstep • Performance • IT Governance • Partnerships
2.1.9	Engagement with our communities via Commonplace surveys including residents survey and surveys supporting planning and other departments.
2.1.10	Work to provide better communication and engagement with town and parish councils.

2.1.11	Move forward with the new corporate project / programme management framework.
2.1.12	Set out a revised organisational performance management framework including reporting on the new council plan. Also investigate new performance software.
2.1.13	Coordination of all grant schemes across the council and will work with partners on how these can be better promoted and distributed.
2.1.14	Review the social media policy, communications policy, and the community engagement policy by December 2024
2.1.15	Continue to meet the increasing housing demand from all resettlement cohorts (H4U, ARAP (Afghan Relocations and Assistance Policy) and new refugees) and secure suitable temporary and permanent accommodation.
2.1.16	Develop a method of tenancy support work to proactively support cohorts who have moved into tenancy to maintain these.
2.1.17	Limit the impact of income refugees/ migrants on the statutory services – including Housing Solutions by continue to deliver an effective: <ul style="list-style-type: none"> • Private Rented Support grant • Developing strong relationships with landlords and letting agents in the area and feeding into the landlord forum. • Providing information on benefits, budgeting, employment, and access to English language courses.
2.1.18	Improve working relationships with voluntary partners to ensure the resettlement service is resilient.
2.1.19	Secure external services and support around ESOL (English for Speakers of Other Languages) provisions and employment support.
2.1.20	Secure external services to support with mental health and wellbeing of refugees including access to counselling sessions and wellbeing workshops
2.1.21	Develop a robust ‘community sponsorship’ scheme to reach the refugee cap.
2.1.22	Work towards achieving ‘sanctuary’ status for the council – complimenting the better homes and communities for all council goal. This involves creating a framework for the council and for voluntary partners and other services to ensure equal access to services and that East Devon is a welcoming environment for asylum seekers, refugees, and other vulnerable migrants.
Service actions relating to climate change	
2.1.23	Through our media communications and community engagement we will raise awareness of climate change issues, biodiversity, and ecological recovery. Wherever relevant, we will link climate actions to other positive impacts beyond the environment, such as economic growth.
2.1.24	We will lessen our digital carbon footprint by taking actions such as deleting files and emails that are no longer needed.

2.2	Key projects in 2024-25
2.2.1	Continue the roll out of Firmstep (GovServices) to improve organisational efficiency by April 2025
2.2.2	Operate a “gateway” for all non-service catalogue IT requests
2.2.3	Provide dashboards on performance
2.2.4	Establish a corporate project management board and team
2.2.5	Provide a pro-active resettlement service