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# Communications Strategy

April 2024

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**Elmbridge**  
Borough Council

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## Communications at Elmbridge

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Elmbridge Borough Council (EBC) believes that good communications is about engaging with our audiences, not just informing them about issues and services. Communications is also about giving people the opportunity to express their views and opinions as well as providing information. Good communications leads to better services, a stronger reputation and positive relationships.

Internal and external communications affect all aspects of our day-to-day business: from businesses talking to employees about planning issues; families buying leisure activities; Councillors advocating on behalf of their residents; and information in the council tax letter about value for money.

Communications is the responsibility of everyone who works at Elmbridge Borough Council, not just the communications team. The council wants to keep improving its services and functions, including communications. All employees can play a role in this improvement.

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## Why Elmbridge needs good communications.

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There are clear relationships between how well-informed people are about their council's services and how satisfied they are overall. Good communications leads to more effective services, a better reputation and higher levels of trust. A good reputation and high levels of trust are especially important when things go wrong. Local residents and businesses need to know that they can trust Elmbridge Borough Council to deliver good services and provide effective community leadership at all times.

The Local Government Association (LGA)'s 'Reputation of Local Government' campaign highlighted the importance of good council communications and the effect it can have on perceptions of local government and the services it delivers.

It highlights three big issues that are crucial:

- leadership
- brand
- strategy

It also sets out the five rules of reputation, that is, the areas that all councils need to focus on to improve reputation:

- prove that you provide good value for money
- always inform and engage residents and staff
- build trust and confidence in what you do
- improve key services and show you are doing so
- focus on changing lives for the better

These principles are the foundations of the communications strategy at Elmbridge Borough Council.

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## What is a communications strategy?

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A communications strategy is key in supporting delivery of the council's vision and priorities. It provides a framework to ensure that the council delivers clear, consistent and coordinated communications, that offer good value for money. It should set out priorities for delivery and improvement. Together, officers, Councillors, residents, businesses and other partners, such as the voluntary sector, can use this strategy to make sure the council is communicating clearly, consistently and through appropriate and accessible channels.

As a **resident** you can use this strategy to help:

- Understand what channels of communication are available and which are most suitable and convenient for you
- How you can communicate with the council to give it views, feedback on services, highlight issues of concern and share community activities
- Measure how effectively the council is communicating and how it offers good value for money.

As a **Councillor** you can use this strategy to help:

- Understand and challenge how the council is doing in communicating effectively
- Signpost residents and businesses to communication channels that you think may be useful to them
- Understand priorities for improvement in communications and how the council is delivering these.

As an **employee** you can use this strategy to help:

- Understand what external channels of communication are available and which are most appropriate to engage with your customers and service users
- Understand what internal channels are available so you have the all the information you need to deliver excellent services
- Understand priorities for improving communications and your role in supporting delivery of this

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## Our approach to communications

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Our communications will be timely, open, trustworthy and focused on issues that matter to the residents of Elmbridge. We will communicate in plain English.

Our goals are to:

- Always inform and engage residents and staff
- Prove we provide value for money
- Build trust and confidence in what we do
- Improve key services and show we are doing so
- Focus on changing lives for the better

To meet the goals of the council's communications strategy we will aim to:

- Communicate as one organisation with one voice
- Engage with our audiences through channels which work for them: listen and ensure we are easy to communicate with
- When possible, act on feedback we receive
- Ensure our communication is successful by measuring the quality and impact of what we do.

How we will do this

- We will deliver clear, creative and value-for-money communications based on the issues that matter to Elmbridge residents
- We will protect the brand of Elmbridge Borough Council so that all residents recognise the council's role in improving the borough
- We will ensure our employees are informed and engaged in all that we do

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## Key messages for 2024/2025

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Our key messages are linked to [our 2030 Vision](#) and the action plan resulting from the Vision.

We are a high performing, financial prudent council, committed to a sustainable. We are driven by the power of our community and believe in enabling community to support Elmbridge's 2030 Vision.



### Vision statement

A sustainable, thriving Elmbridge driven by the power of our community.

### To deliver this Vision,

Elmbridge Borough Council will be a high performing, environmentally and financially sustainable organisation.

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## Tone of voice

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Our **tone of voice** in delivering these messages is in keeping with our values and principles:

**Our employees:** professional, committed, continually developing and striving to deliver quality services.

- **Compassion:** we are compassionate in our approach
- **Value for money:** we spend your money wisely
- **Progressive:** we are a progressive organisation, listening to our residents
- **Customer Service:** we take customer service seriously
- **Governance:** we are committed to democracy, transparency, and probity
- **Respect:** we respect each other and expect others to do the same.

# Communications channels

Elmbridge Borough Council communicates and engages with residents, Councillors and employees through a wide range of channels:

- The council’s website – elmbridge.gov.uk – is our main communications channel.
  - The average weekly page views on the homepage: 10,500

## Elmbridge media overview

94% of Elmbridge residents are online\*  
Digital allows for targeted, timely comms

<b>Resident population: 102,830</b> over 16s <b>Resident population U16:</b> 29,830 <b>Households: 56,810</b> approx		<b>In England</b> 93% use the internet at home 85% use a smartphone 82% have social media profile (of those online) 62% play games on a device		<b>Elmbridge social media</b> Twitter: 10,400 followers Facebook: 3,800 followers LinkedIn: 2,986 followers Instagram: 2,404 followers Nextdoor: 35,990 members	
<b>Newspapers in Elmbridge: 1</b> Surrey Advertiser circ: 5,406 per issue Surrey Live website: 3.2M visitors for March 2021		<b>EBC website:</b> 10,500 average weekly home page views 65,000 weekly views for the website <b>EBC residents' email:</b> 68,000 for COVID alerts, 2,010 regular news			
<b>Who is on social?</b>		You Tube: 69.4% population 71,364 in Elmbridge		Facebook: 65.3% 67,148 in Elmbridge	
What'sApp: 45.4 46,684 in Elmbridge		Instagram: 42.4% 43,600 in Elmbridge		LinkedIn: 40.6% 41,749 in Elmbridge	
Twitter: 37.5% 38,561 in Elmbridge		TikTok: 17.7% 18,200 in Elmbridge		Snapchat: 15.9% 16,350 in Elmbridge	
<b>Activity online</b> <ul style="list-style-type: none"> <li>• Communications: 92%</li> <li>• Email: 91%</li> <li>• Govt services: 85%</li> <li>• Transactions: 85%</li> <li>• Banking: 83%</li> <li>• Information: 75%</li> <li>• TV: 74%</li> <li>• Video clips: 71%</li> <li>• News: 69%</li> <li>• Radio / Audio: 66%</li> <li>• Civic: 44%</li> <li>• Games: 35%</li> </ul>				*94% of UK adults are online	
				<b>Age &amp; social</b> 13-24yrs: Messenger, What's App, Instagram 25-34yrs: Facebook, What's App, Instagram 35-44yrs: Facebook, WhatsApp, Twitter 45-54yrs: Messenger, Facebook, WhatsApp 55-64yrs: Messenger, Facebook, What's App	

March 2023

- Various social media channels (April 2024)
  - Facebook: 4,100 followers
  - X / Twitter: 10,500 followers
  - Instagram: 2,752 followers
  - Nextdoor: 38,289 members
  - LinkedIn: 3,423 followers
- Residents email
- Business newsletter
- Print and broadcast media – regular press releases and occasional radio adverts
- Adverts and public notices in local press when appropriate
- Public engagement events including the Annual Public Meeting
- Public noticeboards
- Business masterclasses
- Bus stop advertising, budget allowing.