

Continuing Statutory Service (Proposed Base Budget Reduction Targets) – Template 2 BOP 031			
Service name Service Communications (BBR 117)	Service description – please see below		
	2015/16 £m	2016/17 £m	2017/18 £m
Forecast before savings	1.716	1.731	1.759
Budgeted savings (cumulative)	-0.134	-0.203	-0.203
Planned net expenditure (Approved 2015 net budget)	1.582	1.528	1.556
August 15 monitoring position	-0.226		
Demand variations (cumulative)		0.000	0.000
Price variations (cumulative)		-0.008	-0.016
Undeliverable savings (cumulative)	0.000	0.000	0.000
Loss of grant (cumulative)	0.000	0.000	0.000
Revised Resource Requirement	1.356	1.520	1.540
Additional savings target for approval (cumulative)	0.000	-0.760	-0.770
Revised proposed budget	1.356	0.760	0.770
Proposed risk reserve provision (discrete year)		0.760	0.770
Policy Decisions needed to deliver the budgeted savings	Approval to reduce the service from April 2018 by 50%. Reduce the revenue budget from 1 st April 2016 and fund the costs from reserves for 2016/17 and 2017/18 during transition		
Impact upon service	Reduced capacity to deal with communication issues across the organisation. A 50% reduction reflects a statutory only organisation, however the new shape organisation may not be solely statutory based and a 50% reduction may therefore not leave sufficient capacity within the organisation from April 2018.		
Actions needed to deliver the target savings	<p>The Service will reduce from 1st April 2018 but there will be a two year transition period to enable service re-design.</p> <p>Consultation on proposals/structure July 2017, for implementation by April 2018.</p> <p>Statutory consultation process with Trades Unions with respect to potential for redundancies, July 2017.</p>		
Equality Analysis	Click here to view document		

What does this service deliver?

The Communications service leads the council's efforts to communicate effectively. It helps to improve understanding of the council's priorities, influence behavioural change and make it easier to access council services and information.

The service is responsible for:

- Managing internal communications between Management Team, departments and employees across the council.
- Managing all Media relations and enquiries

- Developing public facing campaigns to promote well-being promote uptake or manage demand on services.
- Supporting projects relating to the council's priorities ensuring stakeholders are communicated with effectively
- Managing and Developing the council's web presence including website, intranet (in partnership with BTLS) and social media channels
- Producing creative design work and maintaining the council's brand
- Procuring printed materials from external suppliers
- Communications support for Lancashire Enterprise Partnership

The service fulfils a number of corporate roles and project specific support to achieve council priorities.