

# COMMUNICATIONS & ENGAGEMENT 2021

## Organisation Strategy Priorities

Everything we do must link back to our core priorities, and show residents how we are delivering these four things:



Growing a sustainable economy



Tackling health inequalities



Enabling a greener future



Empowering communities

## AN UNSTOPPABLE FORCE



The COVID pandemic has demonstrated that local government can deliver – that often the quickest, most effective and appropriate services and support are delivered locally.

For too long local government has not had a strong voice at the table but we are determined to change that.

Through our public affairs strategy and wider communications, we will make sure that Surrey County Council is a leading voice for local government in being part of the solution when it comes to national policy-making.

We will be proactive and provocative, often going where local government is not invited but is integral in shaping a better future.

### Encapsulating

- Future of Adult Social Care
- SEND sustainability
- Rethinking Transport
- Big infrastructure

## MAKE IT HAPPEN



This is all about our mission to deliver greater community engagement and empowerment.

The #MakeItHappen campaign ties all our community focussed projects together under a message that encapsulates our mission and inspires others to adopt it.

This campaign headline will sit across all our projects that we are delivering in partnership with local communities, to improve people's lives and the areas that they care about.

We will guide residents to a recognisable one-stop-shop to get involved, have their say and influence what happens in their community.

We will also take the campaign offline, out into communities to creatively engage a more diverse range of residents.

### Encapsulating

- Your Fund Surrey
- Infrastructure projects
- Library Transformation
- Local Community Networks
- Greener Futures Design Challenge
- Active Travel
- Tree planting

## ONE SURREY STORY



This is all about making sure Surrey is a place that is fit for the future, ready to tackle upcoming challenges and take opportunities.

The work of Thinking Place, in creating a shared brand for Surrey, will build on this and demonstrate a collective goal of partners across Surrey to give the county a strong and positive identity.

This will drive our work on strengthening Surrey's local economy, getting a Growth Deal, improving relationships with businesses and attracting new ones, and making sure Surrey County Council is seen as a leader in its field.

It also works to strengthen Surrey's long term recovery from COVID, reducing health inequalities, increasing opportunity, strengthening financial resilience and helping to tackle the climate emergency.

### Encapsulating

- Surrey Place branding
- One Surrey Growth Board
- Climate Change Strategy
- Health & Wellbeing Board
- Surrey Flood Alleviation scheme

## WHAT DOES SCC DO FOR YOU?



This is all about demonstrating to residents what Surrey County Council does for them.

Many of our services are unseen by most residents, yet that is where the majority of Council Tax is spent – Adult Social Care and Children's Services.

We must be accountable to our residents and demonstrate what we deliver on a day-to-day basis in their area, and how we have a positive impact on their lives and the place in which they live.

This work will be demonstrate to the public what each directorate of the council does – outputs, outcomes, transformation, value for money and delivering better – and transparency about how decisions are made.

### Encapsulating

- Directorate plans & infographics
- Budget communications
- Cabinet & Council meeting communications
- Health & Wellbeing Board
- Making Surrey Safer Plan
- Transformation
- Countryside management and rebrand

## Tactical areas of focus:

Geo-targeted digital communications

Leadership of Surrey's Multi-Agency communications

Insight and intelligence-led communications

Digital engagement and user experience

Cutting edge new media platforms and Artificial Intelligence

## TIMELINE

MAY

Local elections and Council AGM

JUNE

One Surrey Story and Make it Happen launch

AUGUST

Surrey's Cultural Passport launch

SEPTEMBER

Local Travel Plan consultation & Active Travel campaign

OCTOBER

Community Roadshows

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