

DRAFT SAVINGS PROPOSAL

Proposal Title:	Communications Service Restructure		
Reference:	SAV / GOV 005 / 21-22	Savings Type:	Reduction in provision
Directorate:	Governance	Savings Service Area:	Central services
Directorate Service:	Communications	Strategic Priority Outcome:	10. The Council works collaboratively across boundaries in strong and effective partnerships to achieve the best outcomes for residents
Lead Officer and Post:	Andreas Christophorou, Divisional Director, Communications	Lead Member and Portfolio:	Mayor John Biggs, Executive Mayor

Financial Impact:	Current Budget 2020-21	Savings/Income 2021-22	Savings/Income 2022-23	Savings/Income 2023-24	Total Savings/Income
(£000's)	1,471	(54)	-	-	(54)

Staffing Impact (if applicable):	Current 2020-21	FTE Reductions 2021-22	FTE Reductions 2022-23	FTE Reductions 2023-24	Total FTE Reductions
FTE or state N/A	27	(1)	-	-	(1)

Proposal Summary:

The structure of the Digital Team will be reviewed to better support the Council's digital communications improvements and to create an efficiency of one post.

Risk and Mitigations:

The Digital Team is currently working on 75 projects to enable the Council to continue to save money and generate income by moving services online and ensuring the content, design and user experience of our website and connected microsites and apps meet accessibility standards.

By removing this role, the team will have less capacity and therefore it may slow the pace on delivery of these projects, this will be mitigated through careful workload management and prioritisation. However without the restructure, the Council faces losing staff with a high corporate knowledge as they are now out of contract, and the Council will not be able to deliver key projects to move services online (as we have done with waste, housing and pest control), have the improved ability to charge for services and the delivery of the CRM system would also be severely affected. There are other commercial opportunities also being delivered by the Digital Team including a venues website to promote sites, take bookings and payments.

Resources and Implementation:

The restructure will be carried out in line with the Council's organisational change policies.

SAVINGS PROPOSAL – BUDGET EQUALITY ANALYSIS SCREENING TOOL

Trigger Questions	Yes / No	If Yes – please provide a brief summary of how this impacts on each protected characteristic as identified in the Equalities Act 2010. This will need to be expanded in a full Equality Analysis at full Business Case stage.
Does the change reduce resources available to address inequality?	No	
Does the change reduce resources available to support vulnerable residents?	No	
Does the change involve direct impact on front line services?	No	
Changes to a Service		
Does the change alter who is eligible for the service?	No	
Does the change alter access to the service?	No	
Changes to Staffing		
Does the change involve a reduction in staff?	Yes	One post.
Does the change involve a redesign of the roles of staff?	Yes	In the Digital Team.

Summary:	
To be completed at the end of completing the Screening Tool.	
Based on the Screening Tool, will a full EA will be required?	Yes

Additional Information and Comments:
The restructure will be carried out in line with the Council's organisational change policies.