

## BRECKLAND COUNCIL

**Report of** Portfolio Holder for Community and Environmental Services

**To:** LJCC 3<sup>rd</sup> April 2014  
General Purposes 16<sup>th</sup> April 2014

**(Author:** Riana Rudland – Community Development Manager)

**Subject:** **DEVELOPING STRONGER COMMUNITIES: MARKETING AND COMMUNICATIONS APPRENTICE**

**Purpose:** To provide members with options regarding the allocation of under spend and unallocated external funding for projects that deliver two key corporate objectives.

**Recommendation:** That Members agree to:

1. Increase the Establishment by 1 FTE and approve the appointment of an apprentice on a two year fixed term contract to support marketing and communication activity on Developing Stronger Communities and Pride in Breckland.

### 1. BACKGROUND

- 1.1 Currently there are two pots of external funding held in reserve which have been under spent and remain unallocated.
- 1.2 External funding from the Future Jobs Fund was used by the Council from June 2010 to February 2012 for a project focused on getting people back in to employment by giving them work place opportunities in order to learn new skills and enhance their CVs. There is currently £9,243 remaining from this Fund.
- 1.3 In the same year, the Council was allocated resources from the Leadership of Place fund which was aimed at improving access to services and included work on access to the Customer Contact Centres and supporting activity on a mobile bus funded through the Migration Impact Fund. There is currently £24,930 unallocated from this fund.
- 1.4 The Council has not been asked to return this unallocated funding. However, the funding bodies have indicated that the remaining grant funding should be spent in line with the broad parameters of the original funding agreement.
- 1.5 It would therefore be appropriate to use the Future Jobs Fund and the Leadership of Place monies to support an apprentice.
- 1.6 It is proposed that an apprentice be sought to undertake a marketing and communications function which supports two Council priorities – To have Pride in Breckland and Develop Stronger Communities. It is anticipated that this apprentice could focus on the promotion of a number of key Council projects. This additional resource will ensure maximum exposure of opportunities available to community groups and well as ensuring that the Council receives recognition for its contributions towards key projects.
- 1.7 It is proposed that line management of this Officer begins within the Communities Team in order to learn about the service they will support and begin to understand some of the key community groups and projects and then transfer in to the Marketing and Communications Team to ensure that they learn the required skills and corporate approach required by a Marketing and Communications Officer.

## **2. OPTIONS**

- Option 1 – Approve the appointment of an apprentice to support marketing and communications activity focussing on Developing Stronger Communities and Pride in Breckland. This post will ensure that there is improved promotion of events and activities not just those led by the Council, but also activities led by the community. It is proposed that £34,173 is allocated from the remaining Future Jobs Fund under spend and the Leadership of Place monies to fund this post and associated marketing budget.
- Option 2 - Do nothing.

## **3. REASONS FOR RECOMMENDATION**

3.1 The appointment of a Marketing and Communications apprentice and the proposed programme of activity helps achieve two key corporate priorities: To have Pride in Breckland and Developing Stronger Communities.

3.2 By working closely with our communities and partners we will:

- a) Improve communications
- b) Promote community involvement
- c) Create links with the community, business and local self-help groups
- d) Offer advice on improving the environment
- e) Raise standards and promote best practice
- f) Provide a quality service
- g) Engage with hard to reach groups
- h) Provide opportunities to up-skill the community
- i) Promote activities which enhance health, wellbeing and quality of life
- j) Continually monitor and evaluate our services to improve efficiency

3.3 The appointment of a Marketing and Communications Apprentice will ensure that maximum publicity is achieved from activities as well as ensuring the communities are aware of the opportunities available to them. In addition, it will provide support to the communities in terms of publicising their own events and activities to a wider audience.

## **4. EXPECTED BENEFITS**

- A sense of Pride in the district
- Investment directly into community activity
- Improved community engagement
- Improved community cohesion
- Environmental improvements
- Increased volunteering and volunteering opportunities
- Opportunities for member engagement at a local level
- Volunteering / team building opportunities for staff
- Improved profile and publicity
- Enhance stakeholder engagement and partnership working

## **5. IMPLICATIONS**

### **5.1 Legal N/A**

### **5.2 Risks –**

#### **Financial – see proforma B**

Pension contribution has not been factored in to this post given that it is a fixed term contract on a relatively low grade. However if the successful candidate wished to join the pension scheme, the cost of this would be minimal and the overall budget would allow for this if required.

### **5.3 Time-scales**

It is proposed that recruitment will commence following approval at General Purposes Committee in April 2014

### **5.4 Equality and Diversity**

**N/A**

### **5.5 Stakeholders / Consultation**

**N/A**

### **5.6 Contracts**

**N/A**

### **5.7 Section 17, Crime & Disorder Act 1998**

**N/A**

### **5.8 Other [insert statement as appropriate or delete]**

## **6. WARDS/COMMUNITIES AFFECTED**

All

### **Lead Contact Officer**

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### **Director/Officer who will be attending the Meeting**

Name/Post: Rob Walker / Riana Rudland

### **Key Decision – Yes/No**

[use for Cabinet/Council reports or delete]

**Appendices attached to this report: none**