

REPORT TO BUCHAN AREA (VACATION) COMMITTEE - 26TH JULY 2016

CORPORATE COMMUNICATIONS STRATEGY

1. Recommendations

The Committee is recommended to:

1.1 Discuss the content of the report and provide comments for consideration by the Policy & Resources Committee in September 2016.

2. Background

2.1 This report details a new Corporate Communications Strategy for Aberdeenshire Council.

2.2 The previous Corporate Communications Strategy covered the period up to 2016. A review of achievements, challenges and developments regarding communications has led to the development of a new strategy to be implemented in September 2016 and to run until 2020.

3. Discussion

3.1 The proposed Corporate Communications Strategy is attached to this report.

3.2 The main areas of influence in development of the strategy are as follows:

- i) A focus on a digital shift across Aberdeenshire Council and the upskilling of communications officers to communicate in the digital sphere.
- ii) Full consultation with the communications and team in order to create a strategy which they can champion.
- iii) It is essential to ensure that the team are taking part in conversations and promote engagement across our communities.
- iv) The four pillars of the strategy are digital, engagement, conversations and evaluation.
- v) It is paramount that the team focus on ensuring that any and all communications are both engaging and can be evaluated.

3.3 Consultation with each of the six area committees is taking place, before this is considered by Policy and Resources in September 2016.

4. Equalities, Staffing and Financial Implications

- 4.1 There are no financial, equality or staffing implications arising from this report. An Equality Impact Assessment has been conducted for the Corporate Communications Strategy and is attached.
- 4.2 The Head of Finance and the Head of Legal and Governance have been consulted, their comments noted, and those will be reflected in the amended draft version which will go to the Policy and Resources committee in September 2016.

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Report prepared by Sarah Rochester, Service Manager, Communications and Marketing. May 2016

