

ABERDEEN CITY REGION DEAL:

Powering Tomorrow's World



Report	Communications Protocol updates
Lead Officer	Kate Bond
Report Author	Sarah Rochester
Date of Report	9 th February 2018
Governance	City Region Deal Joint Committee

1:	Purpose of the Report
i.	To update and refresh the Communications Protocol for the City Region Deal programme, to include the visual identity.

2:	Recommendations for Action
	<p>It is recommended that the Joint Committee:</p> <ul style="list-style-type: none">a. Approves the content of the Communication Protocol at appendix 1.b. Approves the use of the visual identity and supporting logo suite at appendix 2.c. Agree that any future update to the Communications Protocol will be agreed by the City Region Deal Programme Board and will only require further approval by the Joint Committee if changes are significant.

3:	Summary of Key Information
i.	The City Region Deal for Aberdeen and Aberdeenshire was formally signed in November 2016. A Communications Protocol was originally written to ensure that communications on behalf of all partners, as it relates to CRD, was delivered in a consistent and joined-up manner.
ii.	As the Deal has developed, the protocol has required to keep pace with that change and a number of amendments have been proposed.

3:	Summary of Key Information
	<p>These have been circulated to members of the Communications Working Group for their input.</p> <p>iii. The protocol (at appendix 1) covers the below headings and gives clarity on operating expectations:</p> <ul style="list-style-type: none">Communication principlesPress releasesApprovalsInterview requestsSocial mediaPartner sitesEvent protocolKeeping councillors and partners informedAppointment of external consultants covering communications, public affairs and engagementPre-election periodsDesign and Creative ServicesFuture updates <p>iv. The most relevant changes to the document include:</p> <p>CLARITY ON COMMUNICATIONS ISSUED FOLLOWING COMMITTEE</p> <p>The Council leading on communications will be responsible for distributing appropriate communications as a result of meetings of the Joint Committee. Updates will be provided following that meeting, which could be on social media or via the CRD website. As these items will have been heard in a public forum, there will be no requirement to follow previous approval protocols. Any communication requires only to be agreed by the chair and vice-chair of the committee. It will be provided to partners for information.</p> <p>VISIBILITY OF CRD ON PARTNER WEBSITES</p> <p>Any website created in support of a project created as a result of CRD funding will make that investment clear, visible and prominent on their website and include the CRD logo.</p> <p>Event protocol:</p> <p>Should an opening or an event be held for a direct City Region Deal project, the leaders of both Councils and ONE will be invited to have a speaking opportunity. They will also have quotes in any supporting media materials.</p> <p>Should the opening or event relate to a project falling within an existing CRD investment and be one which highlights partnership or a</p>

3:	Summary of Key Information
<p>milestone, the Leaders of both Councils and ONE will be invited to attend, along with the Chief Executives of both Councils and ONE and respective Heads of Economic Development. There will also be the opportunity for the partners to input quotes into any media materials.</p> <p>There will likely be a number of industry-specific activity events as a result of component CRD projects and all partners should be aware of these events but with no expectation to attend or contribute.</p> <p>VISUAL IDENTITY</p> <p>A logo has been developed for CRD purposes, as well as a supporting visual identity guidance document.</p> <p>Previous iterations contained a graphic representation of CRD. This was a large banner logo which contained partner logos. Within this update, a more compact logo has been created to support occasions where the CRD logo would appear as one of many partners. See appendix 2.</p> <p>APPROVALS</p> <p>The original protocol was agreed by the CRD Joint Committee in June 2016. It is proposed that approval of future updates to this document will be delegated to the Programme Board. The Communications Working Group will submit changes to the Board for consideration. Changes to the Protocol will only come back to the Joint Committee for approval if they are deemed significant by the Programme Board.</p>	

4:	Finance and Risk
<p>i. Financial considerations</p> <p>Budget for communication and marketing of the City Region Deal would greatly benefit the visibility of all associated projects and benefits.</p> <p>As this is a partnership project, there is an expectation that design costs incurred in support of the identity and any other required materials would be chargeable, with the costs divided equally amongst partners.</p> <p>ii. Risk</p> <p>There is a significant reputation risk for the City Region Deal partners if key developments are not communicated in an accurate and timely manner.</p>	

4:	Finance and Risk
<p>The above can be mitigated by agreeing to comply with the protocol and develop a communications annual plan.</p>	

City Region Deal – communications protocol

Introduction

The communications protocol has been developed to ensure a joined-up and consistent approach is taken to the provision of public information, general promotion and all media relations associated with the City Region Deal.

Aberdeen City Council, Aberdeenshire Council and ONE will work jointly on all communications, in support of the Joint Committee or projects identified in the communications tracker. The lead local authority for communications will follow chairmanship of the Joint Committee.

The teams will use a range of tools to communicate messages to residents, focused on stakeholder engagement, media relations, events and social media. This protocol covers all activity set out in the emerging communications and engagement strategy and applies to all key partners actively supporting CRD.

Communication principles:

Whilst equal emphasis will be placed by the communications teams on the development and implementation of an overarching communications and engagement project plan, the council chairing the Joint Committee will take the overall coordinating role for communications activity.

Both councils will nominate a City Region Deal communications lead as will ONE. They will work together to formulate key plans and manage all communications and engagement activity on behalf of the partners. The Communications Working Group updates develops the agreed communications materials. Activity will be overseen by the Programme Board, who have the delegated power to make any changes to this protocol.

Partners on projects will be invited to attend working group meetings where relevant and both governments will also be invited to provide representatives routinely.

The City Region Deal partners will adopt an approach of openness and transparency with key audiences and will be proactive in our delivery of news and information.

In all public statements, press releases and public information, the activity should always be referred to as the City Region Deal.

Press releases:

All press releases relating to the City Region Deal will be shared with the councils and ONE communications teams, and they will seek appropriate authority from key partners and relevant organisations.

All press releases directly relating to the City Region Deal will include quotes from a senior councillor at Aberdeen City and Aberdeenshire Councils and ONE. Where

appropriate, supporting quotations will be gained from partners organisations, stakeholders and influencers.

When a request is made to provide a quote for a third-party press release, relating to an associated project or providing generic CRD support for a piece of work, the quote shall be written in the name of the chair of the Joint Committee and approved individually. The agreed line and subsequent release will then be shared with partners for information.

The Council leading on communications will be responsible for distributing appropriate communications as a result of meetings of the Joint Committee. Updates will be provided following the meeting after the content is approved by the chair and vice-chair of the committee. These will be issued via the CRD website. Social media updates will be issued in real-time with no approval process (only for public items). Exempt or confidential items which require communication will be agreed only with express permission of the chair and approval by the chair and vice-chair. These will be provided to partners for information.

Approvals:

Neither Council nor ONE will issue any public statement relating to the City Region Deal without gaining the approval of the other key partners.

It is possible that during interviews on other topics partners will be asked direct questions about the City Region Deal. If that is the case the interviewees will, if possible, work with the agreed lines.

Communications and engagement activity will be agreed in advance, with reasonable time set aside to gain approvals. Where this is planned activity, a minimum of 48 hours will be given for approval. If no feedback has been received from any individual party within 72 hours, it will be assumed that the information can be issued.

Where a response to the media is required within a specific deadline, every effort will be made to seek approval of all partners (2 councils, ONE, and the two governments). Where this is not possible, the CE of the council responding to the media enquiry must give express permission for the response to be given without the approval of the other partners.

Interview requests:

Where there are requests for interviews from the media, generally the chair of the Joint Committee will be asked to undertake these. Opportunities for responding to media requests for interviews will be shared with the lead partners. For proactive communications activity this will be set out against each project.

In the absence of the chair, the request will pass to the vice-chair. When those key spokespeople are not available, the interviews will be offered in the first instance to the Chief Executives of both councils' and Joint Committee members however

usually officers will only be asked to undertake interviews if there is a need for technical or specialist knowledge.

Partner organisations and stakeholders will be informed as to the opportunity to ensure coordination and where appropriate the media will be directed to obtain interviews directly from wider stakeholders.

Social media:

Hashtag #ABZdeal should be consistently used by all partners throughout social media on twitter

Partner sites:

Any website created in support of a project created as a result of CRD funding will make that investment clear, visible and prominent on their website and include the CRD logo.

Event protocol:

Should an opening or an event be held for a direct City Region Deal project, the leaders of both Councils and ONE will be invited to have a speaking opportunity. They will also have quotes in any supporting media materials.

Should the opening or event relate to a project falling within an existing CRD investment, and be one which highlights partnership or a milestone, the Leaders of both Councils and ONE will be invited to attend, along with the Chief Executives of both Councils and ONE and respective Heads of Economic Development. There will also be the opportunity for the partners to input quotes into any media materials.

There will likely be a number of industry-specific activity events as a result of component CRD projects and all partners should be aware of these events but with no expectation to attend or contribute.

Keeping councillors and partners informed:

Each partner organisation will be responsible for keeping their councillors/members informed of all activity, as per their agreed protocols. An online newsroom and microsite has been established which is being used to store and distribute key assets to councillors and other key stakeholders.

Appointment of external consultants covering communications, public affairs and engagement:

From time to time over the lifetime of the City Region Deal consultants or contractors may be appointed to support communications, public affairs and stakeholder engagement activities. Such activity will need to be coordinated with the communications strategy and plan developed by the two councils and their partners. Their work should mirror the communication principles set out in this protocol to ensure a consistent and joined-up approach.

Pre-election periods:

During a pre-election period, specific guidance comes into effect, which determines the approach taken on all media matters. This guidance will be published in advance of all elections and will replace this protocol for a temporary period. Even if the media/public engagement activity involves partner organisations if there is a perception, as set out in the electoral guidance, that activity is deemed to be supportive of a political group then it should be deferred until after an election.

Design and Creative Services:

Guidance for use of the CRD logo, banner, as well as associated fonts, please see appendix 2.

Future updates:

The original protocol was agreed by the CRD Joint Committee in June 2016. It is proposed that approval of future updates to this document will be delegated to the Programme Board. The Communications Working Group will submit changes to the Board for consideration. Changes to the Protocol will only come back to the Joint Committee for approval if they are deemed significant by the Programme Board.

More information:

Contact the lead council for communications. This lead follows the chairmanship of the Joint Committee:

news@aberdeenshire.gov.uk

media@aberdeencity.gov.uk

PRIMARY LOGO



This is the Primary logo that should be used to support communications.

LOGO/WEB BANNERS - ALTERNATIVE OPTIONS



The logo banners can be used where appropriate to feature the City Region Deal strapline and partner logos.



FONT

UNIVERS BOLD CONDENSED

Univers Light Condensed

Univers Condensed should be used where possible. Arial can be used for any standard office communications.

COLOUR PALETTE

CRD GREEN PANTONE Green C CMYK 100 / 0 / 60 / 0 RGB 0 / 167 / 135 HEX #00AD8D	CRD BLUE PANTONE Medium Blue C CMYK 100 / 27 / 5 / 1 RGB 0 / 130 / 192 HEX #0081C8	CRD PURPLE PANTONE 249 C CMYK 53 / 96 / 21 / 11 RGB 115 / 43 / 104 HEX #732B68	CRD PINK PANTONE Rubine Red C CMYK 8 / 100 / 35 / 3 RGB 182 / 0 / 85 HEX #B60055	CRD GREY CMYK 0 / 0 / 0 / 90 RGB 63 / 62 / 62 HEX #3F3E3E	CRD HEADING TEXT CMYK 0 / 0 / 0 / 60 RGB 134 / 134 / 134 HEX #868686
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APPROVED PARTNER LOGOS



Graphic design support for the City Region Deal is provided by Aberdeenshire Council Creative Services*. To request CRD design support email creativeservices@aberdeenshire.gov.uk.

*Graphic design services are provided on a chargeable basis

