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Overview of Communications Plan

Our Council of the Future Vision

Council of the Future is Falkirk Council's response to the challenges facing local government. It is a radical programme of change which will transform the organisation over the next five years.

The Council needs to modernise, change the way we work and change the way we work with communities.

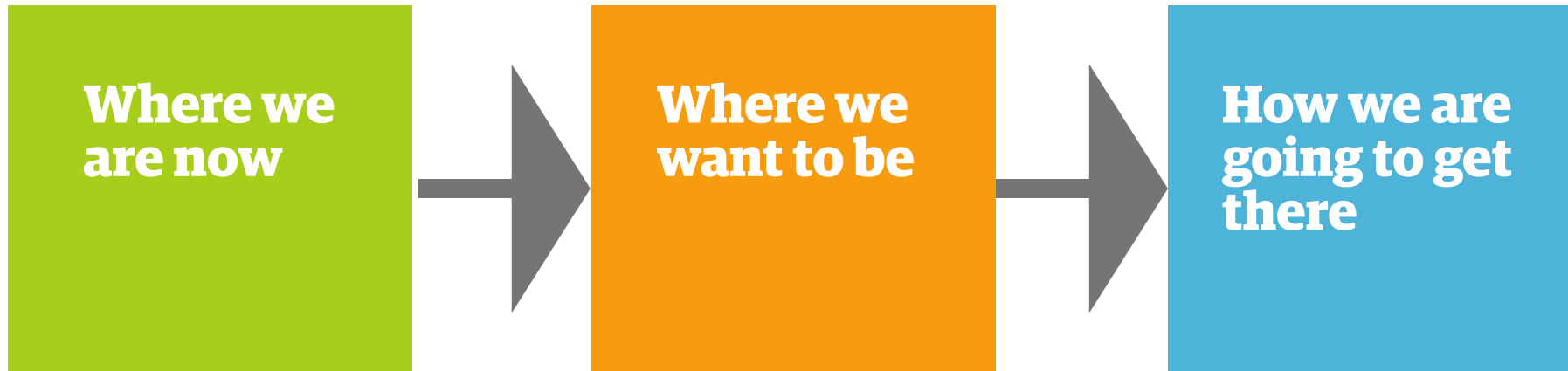
We aspire to be **innovative, responsive, trusted** and **ambitious**. We will achieve this by engaging with our communities and employees, listening to what they say and acting on their feedback, using data to understand our customers and using technology to modernise our services.

Communications Strategy

Our four objectives:

- **Employees will know about Council of the Future and understand what part they have to play in it**
- **Managers will be able to articulate a clear vision for Council of the Future - make it happen -and will be confident about communicating it to staff**
- **There will be regular, consistent, planned communication at all levels using a range of methods appropriate to the audience**
- **Senior managers will be visible as part of the Council of the Future programme and will be receptive to Council of the Future feedback**

Communications Strategy



Where We Are Now

Council of the Future conversations with over 400 people - employees, elected members, trade unions - creating our vision and themes together.

One Council

Enabled and Empowered Communities

Digital

Data

Employee engagement survey

Improved communication within and across Services and from management

Recognition, listening to staff, more transparency

make it happen

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Where We Want To Be

There will be a consistent, strategic approach to communications across the Council. This will use a best practice approach - Research - Objectives - Strategy - Implementation - Evaluation.

Communications will be planned and managed and will happen regularly in accordance with an agreed programme.

Internal communications channels used within the Council will be reviewed and improved, including e-mail, digital and social.

Good practice and lessons learned will be shared more effectively across Services.

Where We Want To Be

There will be a better understanding of what information employees want/need and how they prefer to receive it.

Employees will have increased opportunities to provide feedback and take part in discussions about Council of the Future.

Strong and clear branding will be established for Council of the Future and rolled out across a range of materials.

Regular updates/briefs from senior management will discuss change within the Council and encourage employees to engage.

Important influencers

Our Council of the Future Vision

Corporate Plan

Leadership

Employee Engagement

Organisational Development

Communications Strategy

Resources

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How We Are Going to Get There

Our communications principles

Targeted and timely communications to our employees - ensuring they hear about big news items from us and not the grapevine or the media.

Important messages face-to-face via line managers or via senior leaders at all-staff meetings.

Communicate in plain English.

Look for opportunities to create dialogue and engagement with employees and managers to encourage them to be part of a culture shift and embrace new ways of working.

Communication activities will always have clear objectives and reflect the agreed brand.

Impact of communications activity will be regularly evaluated.

Make better use of technology to support communications objectives.

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How We Are Going to Get There

June's Leadership Forum - managers will be more visible, help staff feel good about change, communicate tangible results and experiences, value contributions and listen to feedback.

Support for managers - you said:

Harness the vision for Council of the Future and make it happen

Capture and share information using clear and strong branding

Implement a change agent network

Digitally engage staff, especially those in non digital roles

Create and host online a suite of communications information and tool for engagement, e.g. blogs, social media, review internal/external channels

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How We Are Going to Get There

Support for managers - we did

Council of the Future vision agreed by Corporate Management Team and by Members

Council of the Future branding developed

The Change Agent Network established

Employee engagement survey completed

Video briefings by the Chief Executive and the Leader of the Council

Detailed communications plan - channels, activities, responsibilities

Next steps

Communicate results of the survey widely

Employee communications group

Communications toolkit for managers

Council of the Future project information on Inside Falkirk