

The Importance of Communication

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A decorative graphic at the bottom of the slide consists of several overlapping, semi-transparent purple shapes, including circles and arcs, creating a dynamic, abstract pattern.

the voice of local government

When Communication goes wrong.....

The Charge of the Light Brigade





Background

- **Communications Working Group formed**
- **Regional Communications Strategy**
 - **Refreshed April 2014**
- **Communications Sub-Group**



Regional Reform Communication

- **DoE:**
 - Communications / marketing activity
 - 2014/15 plans
- **NILGA:**
 - Bulletins
 - Other
- **Others:**
 - LGRJF
 - LGSC





Key Audiences

- **Staff**
- **Councillors**
- **Ratepayers**
- **Businesses**
- **Media**
- **Community/Voluntary Sector**



Communication Methods

- Face to Face
- Bulletins
- Emails/Intranet
- Social Media
- Website
- Newspapers
- Council Publications



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Key Communicators

- **Chief Executives**
- **Change Managers**
- **HR Officers & Union Representatives**
- **Communication Managers**
- **Co-ordination??**



Communication Issues

- **Staff Transfers/Job Security/Morale**
- **Websites**
- **Branding**
- **Channels**
- **External Stakeholder Engagement**
- **Planning & Transferring Functions**
- **Social Media**
- **Rate Convergence**
- **Going Live Issues**



The Way Forward....

- **Local plan – regularly updated + monitored**
- **Clear accountability for delivery – communications champion?**
- **Standing item at Management Team, TMT and SOLACE Meetings**
- **Regular meetings of key internal stakeholders**
- **Engagement with external stakeholders**
- **Continued regional input: DoE, NILGA, LGRJF, LGSC**

And Finally.....

