**Committee Report No:** 113-2018

**Document Title:** Communication Strategy 2018-21

**Document Type:** Strategy

**New/Existing:** Existing

**Period Covered:** 23/04/2018 - 31/12/2021

**Document Description:**

The document is the council's Communication Strategy for 2018 to 21, which sets out how the Council communicates externally and internally.

**Intended Outcome:**

Deliver modern, multi-channel communications that support the strategic priorities of the council.

**How will the proposal be monitored?:**

Feedback from internal and external stakeholders. Annual citizen survey. Staff survey. Growth of social media/website audience and engagement. Evaluation of marketing campaigns.

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**A. Equality and Diversity Impacts:**

|  |  |
| --- | --- |
| **Age:** | No Impact |
| **Disability:** | Positive |
| **Gender Reassignment:** | No Impact |
| **Marriage and Civil Partnership:** | No Impact |
| **Pregnancy and Maternity:** | No Impact |
| **Race/Ethnicity:** | Positive |
| **Religion or Belief:** | No Impact |
| **Sex:** | No Impact |
| **Sexual Orientation:** | No Impact |

**Equality and diversity Implications:**

There are positive implications around accessibility. For example, at the touch of a button information conveyed on our website can be translated into 103 languages. Information that is created as videos or animations will in most cases have subtitles. However, “Digital by default” approach could exclude those without digital access/skills.

**Proposed Mitigating Actions:**

Providing internet access and support in libraries and community centres. Ongoing programme of digital literacy sessions (Council plan of 8,000 per year by 2020). Continuing to use “traditional” channels including leaflets, posters and face-to-face engagement. Provide a greater amount of content such as press releases and audio clips to local media for distribution across their channels.

**Is the proposal subject to a full EQIA? :** No

**B. Fairness and Poverty Impacts:**

**Geography**

|  |  |
| --- | --- |
| **Strathmartine (Ardler, St Mary's and Kirkton):** | No Impact |
| **Lochee(Lochee/Beechwood, Charleston and Menzieshill):** | No Impact |
| **Coldside(Hilltown, Fairmuir and Coldside):** | No Impact |
| **Maryfield(Stobswell and City Centre):** | No Impact |
| **North East(Whitfield, Fintry and Mill O' Mains):** | No Impact |
| **East End(Mid Craigie, Linlathen and Douglas):** | No Impact |
| **The Ferry:** | No Impact |
| **West End:** | No Impact |

**Household Group**

|  |  |
| --- | --- |
| **Lone Parent Families:** | No Impact |
| **Greater Number of children and/or Young Children:** | No Impact |
| **Pensioners - Single/Couple:** | No Impact |
| **Single female households with children:** | No Impact |
| **Unskilled workers or unemployed:** | No Impact |
| **Serious and enduring mental health problems:** | No Impact |
| **Homeless:** | No Impact |
| **Drug and/or alcohol problems:** | No Impact |
| **Offenders and Ex-offenders:** | No Impact |
| **Looked after children and care leavers:** | No Impact |
| **Carers:** | No Impact |

**Significant Impact**

|  |  |
| --- | --- |
| **Employment:** | No Impact |
| **Education and Skills:** | No Impact |
| **Benefit Advice/Income Maximisation:** | No Impact |
| **Childcare:** | No Impact |
| **Affordability and Accessibility of services:** | No Impact |

**Fairness and Poverty Implications:**

Barriers to digital communications channels eg broadband, mobile telephones, and digital skills.

**Proposed Mitigating Actions:**

Providing internet access and support in libraries and community centres. Providing digital literacy sessions. Maintaining “traditional” forms of communication such as leaflets and posters. Provide a greater amount of content to local media, such as press releases and audio clips, for distribution across their channels.

**C. Environmental Impacts**

**Climate Change**

|  |  |
| --- | --- |
| **Mitigating greenhouse gases:** | No Impact |
| **Adapting to the effects of climate change:** | No Impact |

**Resource Use**

|  |  |
| --- | --- |
| **Energy efficiency and consumption:** | No Impact |
| **Prevention, reduction, re-use, recovery or recycling waste:** | No Impact |
| **Sustainable Procurement:** | No Impact |

**Transport**

|  |  |
| --- | --- |
| **Accessible transport provision:** | No Impact |
| **Sustainable modes of transport:** | No Impact |

**Natural Environment**

|  |  |
| --- | --- |
| **Air, land and water quality:** | No Impact |
| **Biodiversity:** | No Impact |
| **Open and green spaces:** | No Impact |

**Built Environment**

|  |  |
| --- | --- |
| **Built Heritage:** | No Impact |
| **Housing:** | No Impact |

**Is the proposal subject to Strategic Environmental Assessment**

No further action is required as it does not qualify as a Plan, Programme or Strategy as defined by the Environment Assessment (Scotland) Act 2005.

**Proposed Mitigating Actions:**

N/A

**Environmental Implications:**

N/A

**D. Corporate Risk Impacts**

**Corporate Risk Implications:**

The risk implications associated with the subject matter of this report are 'business as normal' risks. The subject matter is routine and has happened many times before without significant loss. There is comfort that the risks inherent within the activity are either transferred to another party, shared equally and fairly between the Council and another party or are negligible.

**Corporate Risk Mitigating Actions:**

Revise social media policy to mitigate against reputational damage risk