
COMMITTEE	Strategic Transformation Committee
DATE	14 November 2017
REPORT TITLE	Portfolio Communications and Engagement Report
REPORT NUMBER	CG/17/150
DIRECTOR	Angela Scott
REPORT AUTHOR	Paul Smith

1. PURPOSE OF REPORT:-

- 1.1 To update the Strategic Transformation Management Committee on the actions taken to date in relation to developing Aberdeen City Council's Transformation Communications and Engagement plans.

2. RECOMMENDATION(S)

2.1 It is recommended that the Committee:

- (a) note the updates provided.

3. BACKGROUND

- 3.1 On August 23, Full Council agreed a number of recommendations outlined in a report entitled Council Target Operating Model. As a result of this decision, work has been underway to develop and implement communications and engagement activity with the workforce, partners and customers.
- 3.2 Resources have been dedicated to build and manage a corporate wide approach to communicating the Transformation Portfolio and listening to and engaging with staff and key stakeholders.
- 3.3 In the first instance, resource has been dedicated to internal communications and engagement to ensure that staff have an opportunity to understand concepts and key drivers behind the Transformation Portfolio.
- 3.4 The following objectives were identified and shared with stakeholders and form the basis of the first phase of Transformation Programme Communications activity between now and the end of the year:
- To enhance existing and build effective channels to ensure communications and engagement reaches all tiers of the Council

- To increase awareness, understanding and support for the council's vision for change
- To carry-out pro-active communications by establishing an activity calendar for all programmes which will determine when and how the messages will be delivered
- To gather insight, ideas and challenges from the organisation that can inform the Transformation Programme
- To ensure there are support networks in place for all teams and employees experiencing change
- To support the creation of a positive energy and establish a desire and urgency within the organisation for improvement
- To support management networks to deliver direct communications to staff within their service areas
- To monitor and evaluate the effectiveness of communications and use the data and feedback to drive continuous improvement

All activity underway to support the objectives outlined above is contained in Appendix A.

4. FINANCIAL IMPLICATIONS

- 4.1 There are no direct financial implications arising from the recommendations of this report.

5. LEGAL IMPLICATIONS

- 5.1 There are no direct legal implications arising from the recommendations of this report.

6. MANAGEMENT OF RISK

- 6.1 Financial – there is not considered to be any direct financial risks as a result of this report.
- 6.2 Employee - there is not considered to be any direct financial risks as a result of this report.
- 6.3 Customer / citizen - there is not considered to be any direct financial risks as a result of this report.
- 6.4 Environmental - there is not considered to be any direct financial risks as a result of this report.
- 6.5 Technological - there is not considered to be any direct financial risks as a result of this report.
- 6.6 Legal - there is not considered to be any direct financial risks as a result of this report.

- 6.7 Reputational - All activity will comply with the Aberdeen City Council Communications Policy and will be managed through the governance of the Communications and Engagement Board

7. IMPACT SECTION

Economy

- 7.1 As the report is for noting, there is not considered to be any direct impact on the Economy.

People

- 7.2 As the report is for noting, there is not considered to be any direct impact on the People.

Place

- 7.3 As the report is for noting, there is not considered to be any direct impact on the Place.

Technology

- 7.4 As the report is for noting, there is not considered to be any direct impact on the Technology.

8. BACKGROUND PAPERS

Not applicable

9. APPENDICES (if applicable)

Appendix A – October Communications and Engagement Progress Update

10. REPORT AUTHOR DETAILS

Paul Smith
External and Internal Communications Manager
Psmith1@aberdeencity.gov.uk
01224 523188

HEAD OF SERVICE DETAILS

Angela Scott
Chief Executive of Aberdeen City Council
01224522500
anscott@aberdeencity.gov.uk