



Our Approach

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Our Approach

We want to make sure people have a clear understanding of North Ayrshire Council's operations, priorities and challenges and recognise the Council as a reputable and innovative local authority.

We will communicate with those who matter the most - the people, partners and communities we serve, the people we employ and those we do business with.

By facilitating conversations and actively encouraging feedback we will help shape future service transformation and improve service delivery.

All our communications activities are fully aligned to support the delivery of the North Ayrshire Council Plan ensuring our key audiences and stakeholders have a shared understanding of North Ayrshire Council's vision, values, ambitions and performance.

Our Standards

The style and standard of our communications reflect the culture of our Council and reveal who we are, what we value and our direction of travel - these are detailed within our Media Protocol.

All communications issued by the Council – both internal and external – are:

- **Open and honest** - Plain talking and direct as well as truthful and factual
- **Timely** - Up-to-date information communicated regularly, consistently and quickly
- **Clear and concise** - Easy to understand and jargon free
- **Accessible** - Easy to access through online and traditional channels
- **Relevant** – Targeted at the needs of the intended audience
- **Inclusive** - Designed to encourage and value discussion and feedback, with information available in formats suitable for people with disabilities and in a variety of languages.

Our Core Principles

We will be driven by the following principles which will frame how we work and prioritise what we do.

- **Digital by default** – placing the strongest emphasis of our work on digital and social media activity and ensuring online is the natural place for people to go to
- **Insight-driven** – based on what we know our customers and stakeholders want
- **Focused on audiences** rather than policies
- **Fully evaluated** – so that we can tell what is working well and what needs to be improved
- **Innovative** – continually reviewing and testing our approach to ensure we deliver the right message, at the right time, in the right format
- **Collaborative** – working with internal and external partners to foster a culture of shared understanding and collective goals



North Ayrshire
Achieves Winners

Team of the Year

Team Employee
engagement
levels of **85%**

Organised **14**
Fair Say engagement
sessions relating to
the new Council Plan
with staff, elected
members and
community
organisations



Expanded our
Social Media
offering to include
Instagram and
Facebook with
over **1,200**
followers on each platform



Successfully
implemented a new
Corporate
Communications
structure



Launched our first Council
Plan Priorities campaign.

**'Giving our Children
and Young People
the Best Start in Life'**

24 messages
generated **160,000**
impressions

35,300 video views **2,000** likes

280 comments **411** shares

Key Activities for 2020 to 2021

- **Council Priority Campaigns** – following the success of the first campaign - Giving Children and Young people the Best Start in life - the programme for focused campaigns in support the Council's new priorities will be:
 - **A Sustainable Environment** – Jan / Feb

This campaign will shine a spotlight on the work that the Council is doing to create a sustainable environment including the recycling journey, reducing food waste, solar panels and the district heating system initiatives.
 - **Active and Strong Communities** – Sept / Oct

During this campaign the team will share stories of the inspiring work that the Council is doing with its communities, especially during the response phase of the COVID pandemic and will also include the participatory approach to local decision making, the development of virtual community hubs and the work of the locality partnerships.
 - **Inclusive growing and Enterprise Economy / Community Wealth Building** – Dec / Jan 2021

Our Priority campaign will look at the efforts we are undertaking as a council to support our economy and how we will build back better using community wealth building as the driving force to ensure our economy is fair and inclusive.
- **Refresh of Internal communications offering – Having successfully delivered internal communications workshops with staff, the resulting feedback has driven a series of improvements which include:**
 - Relaunch Staff Talk magazine with a new look online format
 - New online internal communications platform - working with the webteam to co-design and promote a new Sharepoint platform to improve the way internal comms are delivered
 - Changes to News in Brief - trials be carried out to test the content and delivery of News in Brief
 - Refresh of video content to ensure they are relevant, informative and brief.
- Deliver a programme of work to promote Council services via a '**Shout Out**' campaigns telling the stories of the staff who work tirelessly for the Council throughout the COVID pandemic. Thereafter, we will move towards developing a series of regular human-interest features, collectively known as **Council Uncovered**, articles, videos and photography which document the real-life experiences of staff and how they support our communities.
- **Promoting Council Policy**
 - Communications support for the **Community Wealth Building** programme incorporating our work in addressing the **climate change emergency**
 - **Ayrshire Growth Deal** – Continue to be the Ayrshire communications lead for media and public relations.
 - Create and deliver specific Communications Plans for the **North Ayrshire strategic sites**.

- Devise and implement communications campaign to promote **Ardrossan regeneration**, including a new community campus, International Marine Science and Environment Centre, Ardrossan Harbour and other associated projects.
 - Lead on the production and launch of the **Ayrshire Regional Economic Strategy**.
 - Provide support for the **Budget setting process** ensuring we secure engagement and participation especially on our digital channels.
 - Work with colleagues in the HSCP, NHS and partner organisations to provide communications support to address the **drugs death emergency**
- **Staff engagement tour – Deliver an online ‘Fair Say’ session using the staff Facebook group – Livewell, allowing staff to meet and speak with Council Leader and Chief Executive.**
- Following a performance audit of our current social media accounts (twitter and facebook) we will create a **corporate support network for social media account holders** which co-ordinates our approach, encourages and shares best practice and strengthens our overall offering.
- **2020 vision Corporate Communication challenges – The Corporate Communications team has set itself a series of three tasks for 2020 designed to challenge the team and stretch their personal and professional development:**
 - Review and relaunch video offering, including Youtube channel
 - Develop a series of team development sessions

Future areas of Focus:

Progressing the outcomes of the Basic income pilot

White label energy

Community Charter / Kindness agenda

Car Parking Charges and Decriminalisation of Parking Enforcement

Municipalisation

