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Glasgow City Council

Digital Glasgow Board

Report by Chief Digital Officer

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DRAFT COMMUNICATIONS PLAN

Purpose of Report:

To provide board members with visibility of a draft Communications Plan that is currently being developed for the Digital Glasgow programme for 2020-2021. The plan sets out key messages, and a general approach to communications.

Based upon feedback from the board, a further version will be brought to the Board that contains a more detailed action plan based upon input from work-stream and working group leads. It is also proposed that a regular report on progress be provided to the Digital Glasgow Board as a standing agenda item.

Recommendations:

1. The Digital Glasgow Board is asked to note the draft Communications Plan.

Ward No(s):

Citywide: ✓

Local member(s) advised: Yes No consulted: Yes No

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1. Background

1.1. It is recognised that there is a need to improve communications for the implementation of the Digital Glasgow Strategy to a range of audiences, and for different purposes. Audiences include;

- Members of the public
- Elected Members
- Managers and staff
- A wider Political audience
- Industry
- The Technology sector specifically
- Investors
- Funders

1.2. Some of the possible purposes for communications might be;

- Inform members of the public and businesses within the city
- Inspire elected members, managers and staff
- Influence broader policy and practice
- Enhance Glasgow's reputation in line with the aspiration of the Digital Glasgow Strategy
- Attract funding and investment

2. Approach

2.1. The Digital Glasgow is a very broad and comprehensive strategy covering a range of policy areas, and there are some actions that are technical by their very nature that might not be suitable to all audiences.

2.2. The approach that is therefore proposed is to focus some communications on some high-level general messages but more importantly to provide communications on more focused and specific messages which can be used to build communications that are more tailored to specific audiences in "bite-size chunks".

2.3. Furthermore, rather than just communicate what is being implemented, or what is being taken to committee, the plan proposes an approach to communicating the impact of the implementation of the strategy; the positive impact it is having on members of the public, businesses, and for the city as a whole.

2.4. The plan therefore has two key parts to it. One that is focused on communicating progress, and one that is focused on communicating impact through a case study approach. Case studies will be selected to tell real personal stories about the impact that digital is having in people's lives.

3. Draft Plan

3.1. A draft of the plan is provided in 3.1 (Appendix) for noting, and for feedback.

4. Recommendation

4.1. The Digital Glasgow is asked to note the draft Communications Plan.