

Strategy -
3b Communications Strategy Update

- Purpose of Report

To update the Board on progress on developing the Communications strategy following the joint ACSEF/SDPA/Nestrans workshop in November 2009.

- Background

At the last meeting the Board discussed the joint ACSEF/SDPA/Nestrans communications workshop and a note of the meeting including a way forward.

The note highlighted that the workshop had identified the key audiences and the response that was wanted from each audience. The next stage of work was to identify how to achieve the required response and how much it would cost to implement.

- Recent Developments

Work has progressed with discussions held with Aberdeen City and Shire's Economic Development and Public Relations services. This has resulted in Aberdeenshire Councils Public Relations service preparing a brief for a two stage approach towards strategy agreement and delivery.

Phase 1 is intended to focus on the development and planning of the campaign with production of materials, agreeing a programme of meetings and securing funding to deliver objectives.

Phase 2 will be the delivery of the campaign.

It is envisaged at this stage that Phase 1 may involve a tender process to identify a suitable consultant to pull the programme of events/ campaigns etc. together and deliver the materials i.e. the picture of the vision to build the campaign around.

Delivery of Phase 2 may be in a series of different types of contract to achieve the desired objectives.

There is a meeting of the two Councils PR and Economic Development services along with ACSEF/ SDPA/ Nestrans on 2 February to agree the process and the brief for Phase 1. It may be possible to have a verbal update at the Board meeting.

- Recommendation

That the Board note the progress made on the development of the communications strategy.

RGM/21 Jan 2010