



**NORTH
LANARKSHIRE**

CORPORATE COMMUNICATIONS STRATEGY

**LIVE
LEARN
WORK
INVEST
VISIT**

Version control

Author	Stephen Penman	Contact	penmanste@northlan.gov.uk
Owner	Stephen Penman	Contact	penmanste@northlan.gov.uk

Date	1/5/2019	Version No.	2	Document status	Final
-------------	----------	--------------------	---	------------------------	-------

Governance Committee	Policy and Strategy	date approved	
Review date	1/5/2024		

Strategic Alignment

Improve economic opportunities and outcomes

- Market and promote North Lanarkshire as the place to live, learn, work, invest and visit.

Support all children and young people to realise their full potential

- Enhance collaborative working to maximise support and ensure all our children and young people are included, supported, and safe
- Engage children and families in early learning and childcare programmes and making positive transitions to school.
- Engage with children, young people, parents, carers and families to help all children and young people reach their full potential.

Improve the health and wellbeing of our communities

- Improve preventative approaches including self-management and giving people information and choice over supports and services.
- Encourage the health and wellbeing of people through a range of social, cultural and leisure activities.

Enhance participation, capacity and empowerment across our communities

- Improve engagement wit communities and develop their capacity to help themselves.
- Improve the involvement of communities in the decisions, and development of services and supports, that affect them.

Improve North Lanarkshire's resource base

- Continue to identify and access opportunities to leverage additional resources to support our ambition
- Build a workforce for the future capable of delivering on our priorities and shared ambition.

Consultation and Distribution Record

Consultation Process	Executive Directors, Heads of Service and other senior officers consulted.
Stakeholders	Contacts identified for each service
Distribution	CMT

Change record

Date		
Author		
Change made		

introduction

Communication is a vital part of achieving our ambition for North Lanarkshire to be the place to **Live, Learn, Work, Invest** and **Visit**.

This strategy sets out a clear direction for our public-facing and internal communications. The work of Corporate Communications has a positive impact on the Council's ability to protect, maintain and improve our reputation.

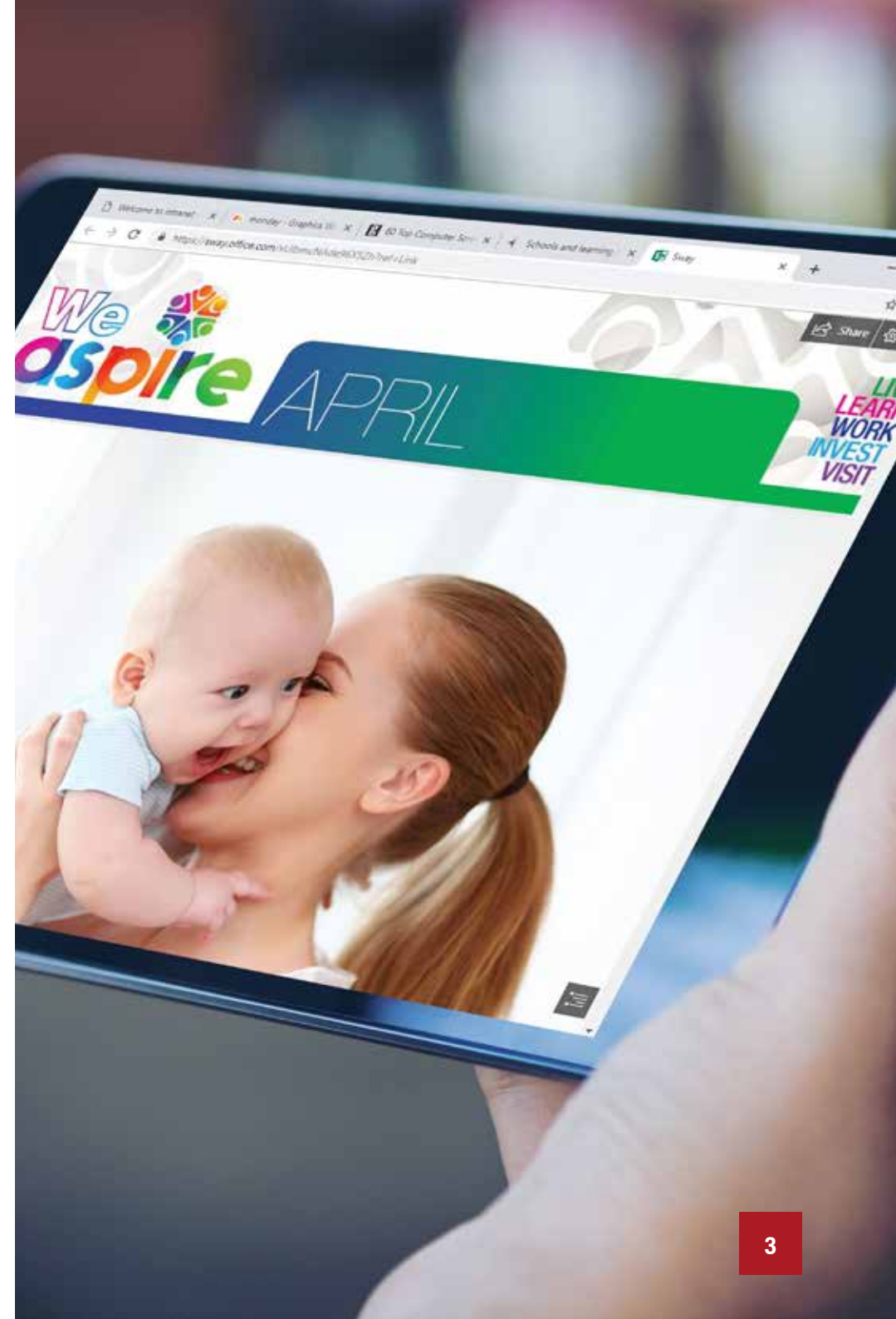
More than that, inspiring communities, delivering services efficiently and changing behaviour requires a strategic approach directly aligned to The Plan for North Lanarkshire. It requires creativity and challenge, using all the modern channels and tools available.

Corporate Communications already carries out sector-leading work. With this strategy and its associated annual communications plan I believe that communications can play a significant part in delivering our ambitions and making North Lanarkshire the place to Live, Learn, Work, Invest and Visit.

Councillor Jim Logue

Leader

North Lanarkshire Council



our story

This is North Lanarkshire.

It's the place to **Live, Learn, Work, Invest** and **Visit**.

This is our vision, and our shared ambition. It's what **We Aspire** to achieve.

It means economic regeneration and growth that benefits everyone in North Lanarkshire. It means responding to major social, economic and technological change.

We are improving the lives of everyone who lives, works or visits here by driving inclusive economic growth, increasing skills and generating jobs and training opportunities. In doing this, we will reduce poverty and inequality.

We work in partnership to achieve this and we involve people in communities in what we do. We share our ambitions with them.

We have big ideas and the vision to achieve them.

LIVE HERE

North Lanarkshire has welcoming, vibrant towns. Places where people want to live.

We have a history, but a much bigger future.

We have a great mix of housing, facilities and services. We're transforming our town centres. We're helping people live for longer in their own homes. We're improving transport links.

These are happy, connected, safe and resilient communities.



LEARN HERE

All young people in North Lanarkshire can achieve their full potential. They have the tools to make their way in life through quality, exciting, and challenging learning. That means improving attainment and closing the poverty-related attainment gap.

Learners of all ages have the skills to take advantage of the employment opportunities our growing economy brings. We have a flexible, resilient and skilled workforce for the future.

Everyone has access to quality learning and teaching. We make sure our schools are inclusive, energetic places which take into account the needs of all our young people. Young people have experiences which last a lifetime and a voice in their own learning.



WORK HERE

We have a dynamic, diverse and growing economy with a great mix of small, medium-sized and large businesses.

People in North Lanarkshire are connected to employment and have the support they need to access jobs. They have skills appropriate to the needs of employers. They are supported, no matter their background, personal needs or economic circumstances.

We provide great places to work, with engaged, ambitious people who are ambassadors for the services they provide.



INVEST HERE

North Lanarkshire is the best location for business. There are excellent transport links across Scotland and the UK, a strong employment market, a skilled workforce and flexible land and premises. There is an effective digital infrastructure.

Businesses have the support to grow and succeed, to develop new products and markets and to create and secure new jobs.

Existing businesses have the help they need and North Lanarkshire is attractive to new employers. Residents have job opportunities and our economy will continue to grow in a way that benefits all local people.



VISIT HERE

North Lanarkshire is the place to visit and play. Our tourism sector is growing with improved opportunities and better attractions and events.

We offer distinctive, authentic experiences which provide value for money and are accessible to all. Investment is generated by achieving the right mix of events hosted here, bringing additional money into the local economy and supporting jobs and business. We are building on our reputation for hosting world class events.

This is a place for active, healthy lives. A place where the right facilities are in the places they're needed. A place to enjoy.



FLY-TIPPING...



...IS A
CRIMINAL
OFFENCE
WITH A
FIXED
PENALTY
OF **£200**



Our strategy:

exceptional
communications that
help ensure North
Lanarkshire is the place
to **Live, Learn, Work,
Invest and Visit.**

It is because communication is so important to the council's operations and the delivery of policy priorities that the quality of our work matters.

To achieve this we will:

Tell the story of North Lanarkshire as the place to Live, Learn, Work, Invest and Visit.

All our communication activity will be built around these themes. We will be consistent, mapping all our activity to these themes to ensure we are working together in line with We Aspire. Our work will be targeted, integrated and measurable.

Poster artwork from a litter and fly-tipping campaign.

LIVE
LEARN
WORK
INVEST
VISIT

Work with others

The Plan for North Lanarkshire involves all partners. The ambition outlined in The Plan can only be achieved with clear, consistent communication by all partners. We will collaborate with partners to maximise the impact of these communications and to extend messaging to further audiences. There will be times such as in our Creating Vibrant Communities campaign, where we will work closely with specific partners such as NHS Lanarkshire or Police Scotland, to deliver messaging to individuals and communities to meet shared objectives.

Focus on campaigns aimed at changing behaviour

As the council's services change, the ways in which we require people to access those services requires to change. Campaigns focussed on changing behaviour are essential to the efficient delivery of services. These campaigns should be creatively bold and provocative, aimed at ensuring as big an impact as possible.

Focus on internal communication

Our staff are our key ambassadors. With more than 70% living in North Lanarkshire, it's crucial that they understand and enact We Aspire. Further investment in internal communication is critical to support the promotion of the good work of services and staff, deepen understanding about the Plan for North Lanarkshire and the supporting programme of work and to further develop channels to support corporate messaging.

Be digital by default

We will use our professional judgement to choose the best communication channel to reach the right audience at the right time, but digital will be a priority. This reflects the continued rise of digital services by the public and the council's own Digital NL programme. Ensuring our online reputation is strong is important and we will improve the way the council responds to sensible online comment and customer service enquiries on social media.



Street stencilling for the Suicide Prevention campaign aimed at young people.

Prioritising communications

To ensure we can deliver activity with the biggest impact we need to prioritise our work. This means that activity which does not contribute to our key themes will be less of a priority or will not be undertaken at all. Corporate communications professionals will work with services to understand which elements of campaigns will have the biggest effect on service delivery and on behaviour change.

We will deliver integrated, targeted and measurable communication and marketing campaigns aligned to council objectives and priorities. Our activity will be themed and will focus on a number of the council's programmes of work that supports We Aspire and The Plan for North Lanarkshire:

LIVE HERE	LEARN HERE	WORK HERE	INVEST HERE	VISIT HERE
<ul style="list-style-type: none"> • Creating Vibrant Communities • Tackling Poverty • Transforming Towns and Homes • Tourism, Recreation and Events • Supporting Vulnerable People 	<ul style="list-style-type: none"> • 1140 Expansion • Community Learning • A Digital North Lanarkshire • Positive Outcomes for Children and Young People 	<ul style="list-style-type: none"> • Employability • We Aspire • A Digital North Lanarkshire • Corporate and Employee Communication 	<ul style="list-style-type: none"> • Enterprise and Investment • A Digital North Lanarkshire • Transforming Towns and Homes • Tourism, Recreation and Events 	<ul style="list-style-type: none"> • Tourism, Recreation and Events

how we work

We will produce an annual communications plan every year. This sets out the major campaigns we will undertake every year and an evaluation of the previous year's work.

We will utilise the full range of communication disciplines including: campaigns and marketing; strategic consultancy; digital, brand and creative support; PR and media relations; internal communications; and major events.

We use the OASIS planning tool to ensure our work has a defined outcome that can be evaluated:

Objective: our campaigns will have a clear intended outcome.

Audience: we will define the audiences for each campaign to ensure we reach the relevant people.

Strategy: before we do any creative work we will define the strategy for each campaign which will guide us throughout the life of the campaign.

Implementation: our execution will be creative, bold and provocative. It will maximise the opportunity to change behaviour and achieve the outcome.

Scoring: we will set out how we will evaluate our work for each campaign in advance, the most significant measures will be those that demonstrate the outcome as opposed to reach or awareness-raising.

We have highly-skilled people. Communication techniques in a digital world evolve rapidly, so we will ensure our skills are kept up to date, utilising the latest technology and sharing knowledge.

Our communications will be:

Community-focused: we will foster a sense of community spirit that is supportive. By championing certain types of behaviour or attitudes we can strengthen communities. We will promote community empowerment and participation.

Challenging: our communications can be confrontational and inspiring to generate behavioural change. If we need to be frank with the public on issues, we'll use forthright language to encourage people to address and change their behaviour and challenge those around them.

Informative: our work should direct people to information so they have improved access to services and advice but also demonstrate how services make a positive impact on people and communities. Helping people to help themselves, will assist in making our communities more resilient and capable.

Inspiring: enlightening to residents and businesses about what already exists and what we are planning to do in North Lanarkshire. We will reinforce our vision for the future, vitalise our communities with our ideas and work collaboratively.

Creative: we will use the full range of creative skills to ensure our messages are compelling, whether through video, photography, design or in writing.

Responsive: we will be quick to respond in times of an incident or an issue occurring to assist the public, services and partners, as well as being fleet of foot in the digital realm.

Practical: whether responding to an emergency situation or to assist people in acquiring a service, communications needs to provide realistic and reassuring advice using language easily understood by people.

