

Communications and Resilience

Ruth Rountree Provan
Communications and Resilience Manager



Functions

Communication

- Public information
- Press releases
- Social media
- Film unit
- Media enquiries
- Media monitoring
- Events and launches
- Staff communication
- Strategy & protocols
- Election comms
- Campaigns
- Committee and project PR
- Training and advice
- Graphic design
- Publications
- Staff Awards
- VIP visits

Resilience

- Emergency planning
 - Statutory duties (COMAH and REPPIR)
 - Off-site plans (8)
 - Partnership work
 - LRP* Strategic
 - LRP Working Group Lead
 - Training and Exercises
 - Community resilience
 - Business Continuity
 - Supporting emergency response
 - Recovery guidance
 - Resilience Advice
 - Debriefs
 - CONTEST Board
- *Local Resilience Partnership

Statutory Functions

Statutory Duties (under Civil Contingencies Act 2004)

- Assess risk
- Maintain emergency plans (General, flooding, events, nuclear, oil pollution, key sites, schools, etc)
- Maintain business continuity management plans
- Promote Business continuity (internal and external)
- Communicate with the public
- Share information and
- Cooperate (with other Partners/Responders)
- **REPIR** (Radiation Emergency Preparedness & Public Information Regulations) **COMAH** (Control of Major Accident Hazards Regulations)
 - **Also Roles and Responsibilities of Local Authority as a Category One Responder during an event**
 - **Statutory duty for Recovery**

Response role

- ****Roles and Responsibilities of Local Authority as a Category One Responder (During an event)**
- Support emergency services
- Provide accommodation and facilities for those affected and Emergency feeding
(Care for People led by NHHH under Adult Care arrangements)
- Structural safety assessments (and clearing roads)
- Activation & coordination of voluntary agencies
- Lead clean-up plan for oil pollution ashore
- Emergency mortuary facilities
- Recovery – restoration to normality

Corporate Communications

Public information - Awareness, performance, explain policies and decisions of the Council, functions, projects, service changes, promoting advice, public spend, warning and informing ...

- Traditional media - News releases and interviews
- Website
- Social media and digital media
- Posters, leaflets and publications
- Advertising (eg recruitment)
- Lobbying support (for council agreed activity)

Code of practice

*Must be politically neutral - In line with Local Government Act 1986 and 1988 Code of Practice regarding publicity- A Local Authority shall not publish (or assist others to publish) material which in whole or in part, appears to be designed to affect public support for a political party
(Media protocol)*

- Publicity should be relevant to functions
- Be factual
- May promote economy/tourism/crime prevention/health/safety/equality
- Value for money/appropriate use of resources
- Accessible
- And inclusive (new duty)

Media protocol

The functions of a local authority are discharged by the council corporately. It is therefore inappropriate for public resources to be used to publicise individual councillors. In the interests of public accountability, however, it may be appropriate to give publicity to the views or activities of individual members when they are representing the council as a whole...

Code of Recommended Public Practice

- Use of spokespersons (office bearers)
- Not critical of partners
- Lobbying – council approved only
- Cannot promote individual members (example – ward event – will use Area Chair or one member agreed to speak on behalf of all members)
- Media enquiries about members
- Providing advice - Members asked for comment (Police matters, etc)

Media Titles

- Broadcast – BBC, STV, MFR, local radio stations
- Highland News Group (Inverness Courier, Highland News, JoG Journal, Ross-shire Journal, B&S Journal)
- West Highland Free Press
- Lochaber (Oban) Times
- Press and Journal
- National titles
- Professional publications

Reducing circulations

Around 1000 news releases p/a

Sent to All Members at time of issue;
Published on website News section;
linked to social media

[Over 5,500 Highland businesses helped by COVID-19 small business and self-catering grant schemes](#)

Published 29 May 2020

The COVID-19 small business and self-catering grant schemes, set up to help companies stay in business during the coronavirus crisis, have now paid out £59,628,750 to over 5500 Highland businesses.

[Highland Council delivering safe walking and cycling routes in response to Coronavirus pandemic](#)

Published 8 Jun 2020

Following a successful award of £752,954 from Scottish Government's Spaces for People fund, The Highland Council is now delivering the first in a series of active travel interventions across Highland

[Digital Learning success for Highland Council schools and staff](#)

Published 3 Jul 2020

The Highland Council was one of the first local authorities in Scotland recognised to develop a Schools Digital Learning Hub.



[Highland secures major funding for sustainable transport future](#)

Published 23 Jun 2021

The Highland Council has secured £2.76M in a first round of funding to transform public transport in the region.

[Want to watch Highland and Islands Scottish Parliamentary Election results live?](#)

Published 21 Apr 2021

The Highland Council is inviting people to follow them on YouTube so that the local authority can broadcast live the Highland constituencies and the Highland and Islands Regional results.

[Over £240K invested in public toilets and waste collection for visitors](#)

Published 31 Aug 2021

Visitors to the Highlands are benefiting from over £240K investment by The Highland Council on public toilets and comfort schemes and increased waste collection at key visitor sites.

[Mòd Nàiseanta Rìoghail 2021 a' fosgladh ann an Inbhir Nis agus Tosgaire ùr na Gàidhlig ga ainmeachadh](#)

Published 8 Oct 2021

The Royal National Mòd 2021 opens in Inverness as new Gaelic Ambassador is announced



[Fort William and Ardnamurchan, Ward 21 By-Election Result](#)

Published 3 Dec 2021

The by-election to elect a councillor to represent the Fort William and Ardnamurchan ward on The Highland Council has been won by Sarah Fanet (Scottish National Party).



[Temporary closure of Union Street and Church Street, Inverness this weekend](#)

Published 28 Jan 2022

There will be a temporary closure of two Inverness city centre streets to enable mobile crane lifting operations at the former Arnott's store construction site.



Media Relations

Around **2,500 media enquiries p/a**

Compressed deadlines and increased demand for digital content

- 15 local/regional titles
- Broadcasters: BBC, STV, MFR and local radio
- National titles
- Local free papers/websites/online news
- Specialist publications
- Programme makers
- Dedicated local democracy reporters

Media interviews

The soundbite

- An opportunity to get your message across
- Build relationships with local reporters
- Tips
 - Format - Broadcast or newsprint?
 - Which reporter? Build rapport
 - Purpose - Bear traps? Hidden agendas?
 - A..B..C..
 - Summarise and Repeat

Press Regulation

Editor's Code of Conduct Regulator IPSO

- Must not be inaccurate or misleading and distinguish between fact and conjecture
- Must provide a fair opportunity to reply to inaccuracies
- Respect for privacy and must not harass or pursue
- Sensitive handling of grief and reporting standards on suicide
- Strict regulations regarding Children and sex offences
- Non-Identification of relatives of convicted/accused
- Clandestine material obtained without consent
- Weight of public interest against disclosure



Film Unit

- In-house production covering special features/projects, interviews and live broadcasts, e.g. elections, conferences
- Supported with additional services for animation, drone footage, stock video and music
- Promotes the work of the Council and its Partners
- Provides enhanced coverage for our web and social media platforms to engage users
- Income generation

Digital Media

- The number of videos produced over the past 5 years has increased:

2019	2020	2021	2022	2023	Total to date
27	119	234	222	154	796

- Used across all our social media platforms, including Instagram to attract younger audiences
- Live Election coverage has been recognised by industry professional bodies; Electoral Commission
- Users engage better with video and image content
- Total of 10k hours watched to date
- Commercialisation

Digital Headlines - Context



TOTAL
POPULATION



**7.91
BILLION**

UNIQUE MOBILE
PHONE USERS



**5.31
BILLION**

INTERNET
USERS



**4.95
BILLION**

ACTIVE SOCIAL
MEDIA USERS



**4.62
BILLION**



**68.4
MILLION**

**55.5
MILLION**

**62.9
MILLION**

**53.0
MILLION**



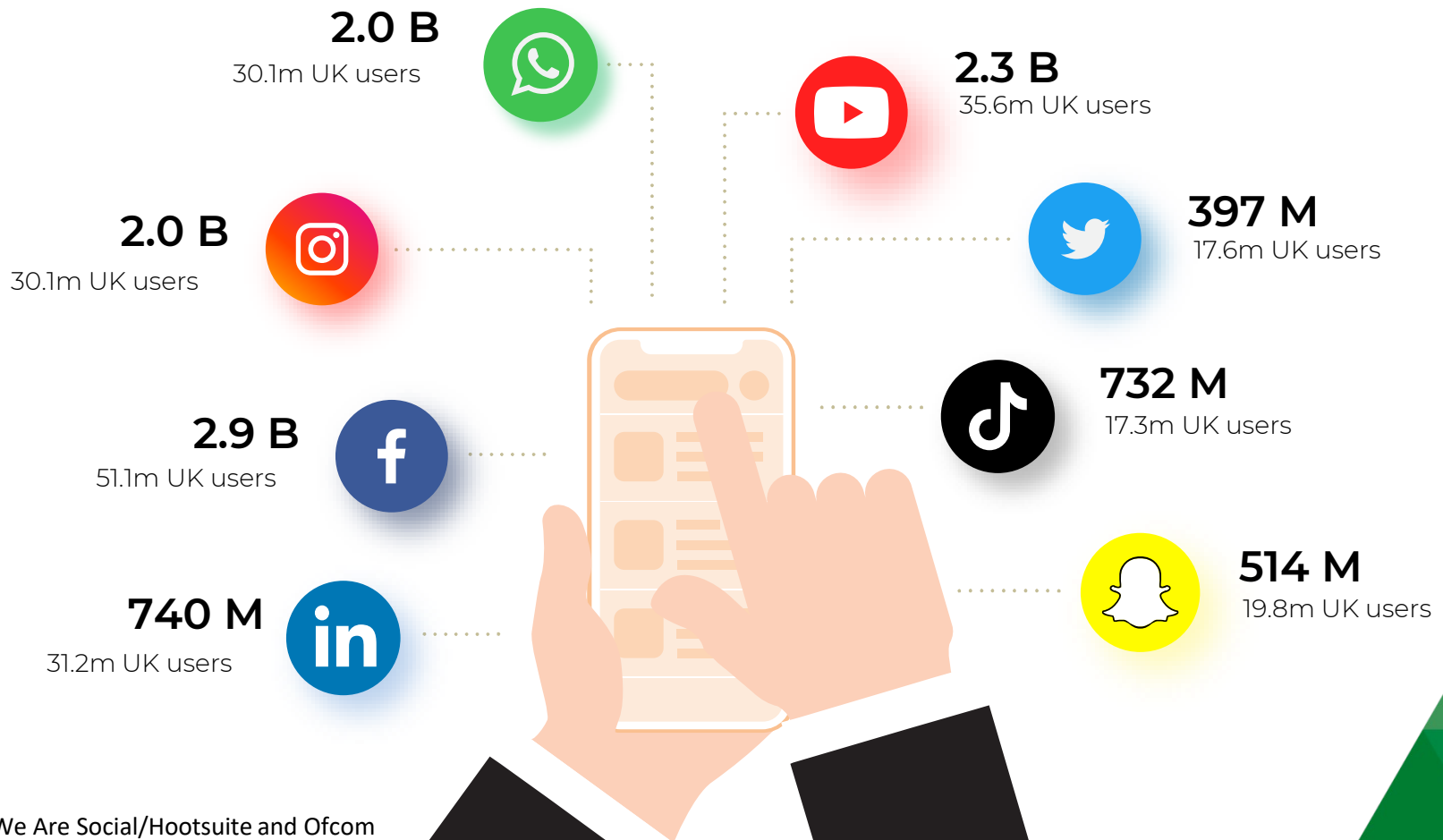
**5.5
MILLION**

**4.0
MILLION**

**4.8
MILLION**

**3.8
MILLION**

Top Social Platforms





Social Media



How we use social/digital media



Provide and signpost information (e.g. road closures, welfare, grants, school closures) and Signpost reporting channels



Disseminate messages and help to increase understanding of the Council's vision, aims, decisions and services



Engage and consult on key issues to inform the decision-making process; promote democratic process



Manage and enhance the reputation of the Council, by demonstrating openness and building trust



Warn and inform the public and provide reassurance during a crisis



Social Media



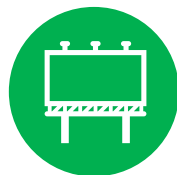
Target specific audiences (e.g. visitors/tourists/parents/businesses)



To communicate with hard-to-reach groups



To reach and engage with groups of staff



To advertise employment opportunities or property/assets



To promote the Highlands as a region to live, work, visit and to do business



Evaluate, learn and adapt the Council's approach to communication and engagement

Key Social Media Metrics

Key Social Media Metrics



40.1K
fans

21.4M
reach (post)

1.4M
engagements (page)



31K
followers

4.2M
impressions

71.4K
engagements (post)



8.2K
followers

152.1K
reach (page)

5.4K
engagements (page)



4K
followers

88.5K
reach (post)

2K
engagements (post)



964
subscribers

56K
views

2600 hrs
watched

Social Media Policy

Council proceedings

- Social media is permitted in meetings with the exception of:
 - Regulatory meetings (planning and licensing)
 - Private/confidential meetings/discussions
 - Photographs - Be extra careful not to photograph/film
 - confidential papers
 - People without their consent
 - During meetings/proceedings without permission of Chair

“Follow Me” Members’ Guide

How cllrs can use social media

To engage with your communities

To signpost people to services

To help test public opinion on issues

To promote local campaigns

For networking and building contacts

To listen and research

To be connected

To set the record straight

“Follow Me” Guide (Members’ intranet)

Training and guidance

- Social Media Policy
- Social Media Guidance and training tools
https://www.highland.gov.uk/staffsite/info/53/corporate_communications
- “Follow me” – Social Media Guidance for elected members
- Contact Digital Service for support in setting up a Councillor twitter page
- Contact Communications team for training (a separate session will be held on social media and media training)

Internal communication

- Staff and member emails
- Copies of press releases
- Staff Connections intranet platform & webpage
- Staff facebook page
- Intranet
- Briefings (online and area visits)
- Viva Engage

Strategy development & Partnerships

- Communications Strategy
- Social Media Policy and Guidance
- Partner work:
 - RRP Major Incident Communication Strategy
 - Lead for City-Region Deal Communications
 - Partner Protocols eg Stranger Smart, Schools
 - Liaison with partners on regional incidents/issues/events and media enquiries
(Police/Fire/NHS/SEPA/HIE/HiTRans/Sustrans/Utilities/HLH/Nuclear/Governments)
 - Chair of HACs (public sector liaison and training)
 - Syrian Refugee Resettlement Programme

Graphic Design

Corporate Identity Guidelines

Digital Graphics

Publications, Posters, Leaflets

Print contract

Project support

Banners

Preventative approach to Poverty & Debt

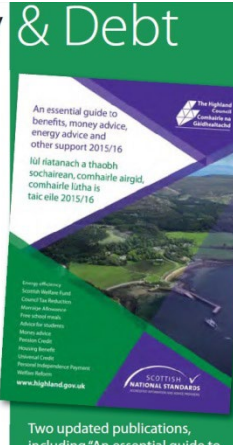
Impact assessments relating to measures in the Welfare Reform and Work Bill estimate that affected UK households will lose an average of £63 per week in 2017/18.

Rising employment in the UK between 2009 and 2014 coincided with falls in real earnings reducing the income of working families, with the proportion of children in poverty in working families increasing from 54% to 63% in this period. These two contrasting trends led to absolute child poverty remaining unchanged overall in this period. In addition to this household debt has soared in recent years, impacting further on poverty.

3,500 people. Money advice staff reported: "We've had some really positive feedback from a customer today who was following our Facebook session. She advised us that this gave her the courage to contact us regarding her situation which had been causing her mental ill health over a prolonged period."

In June 2015, 89.5% of the 124 Highland Council Tenants, who are known to receive Universal Credit, were in arrears with their rent.

Since May, Community Services has made 23 requests to the Department of Work and Pensions (DWP) for Alternative Payment Arrangements, so that the housing



Two updated publications, including "An essential guide to

Publications

Highpoints

http://www.highland.gov.uk/downloads/download/1019/highpoints_magazine



Highland-wide Local Development Plan
Am Planna Leasachaidh Air Feadh na Gàidhealtachd

Highland-wide Local Development Monitoring Statement
Plana Leasachaidh Thar-Ghàidhealtachd Aithris Sgrùdaidh
Draft for Committee Approval August 2015

Highland-wide Local Development Equalities Statement
Plana Leasachaidh Thar-Ghàidhealtachd Measachadh air Co-ionannachd
Draft for Committee Approval August 2015

Main Issues Report
Aithisg nam Prìomh Chùisean
Draft for Committee Approval August 2015

www.highland.gov.uk

Budget Brief
2014-2015

Pay Reform, Budget Expenditure, Revenue Assumptions, Value Added Tax, Supplemental Allocation, Non Domestic Rates, Inflation, Grant Revenue, Funding, Income Tax, Council Tax, Pension, Fund, Net, Capping

www.highland.gov.uk

Brath Buidseit

Interview under caution
Agallamh fo earalachadh

www.highland.gov.uk

Housing Need and Demand Assessment
Measadh air Feumalachd is Iartas Taigheadais
June 2015

www.highland.gov.uk

A short guide about ticks and Lyme disease
lùl goirid mu ghartain agus tinneas Lyme

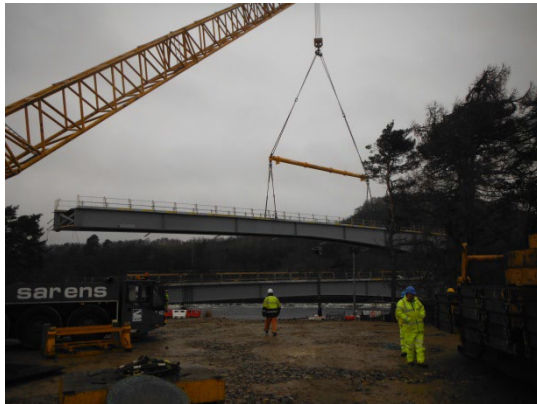
Love the outdoors?
Know the score about ticks.

The Highlands are a great place for getting outside and enjoying yourself, but you need to know about how to protect yourself from tiny biting parasites known as ticks.

www.highland.gov.uk

Project Support

PR, launches, promotional material, advice, event planning, media liaison, feature writing,



Election Support

Support to Returning Officer (RO)

- Communications Planning
- Election Guidance and advice
- Graphic Design
- Media liaison and accreditation for Count
- Publicising statutory election information
- Supporting RO to encourage participation
- Badges and Reception duties
- Support to RO at Count
- Planning for inductions
- Publication of Results
- Social Media and news releases

Contacts

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Any Questions?
