



## #FUTURECOMMS

Building local public services for the future through modern communications

Councils must develop a different and closer relationship with their communities as the delivery of public services moves towards collaboration, empowerment and prevention. This will need fresh thinking about the role that communications and engagement should play in the future.

[www.local.gov.uk/future-comms](http://www.local.gov.uk/future-comms)



The Local Government Association (LGA), Solace, LGcommunications and the Public Relations and Communications Association (PRCA) have launched the #FutureComms guide for leaders and chief executives, which explains what modern communications look like, challenges current practice and sets out how innovative strategic communications can help councils meet their future challenges.

## What modern strategic communications looks like – a checklist

Research and best practice show that there are core elements of a proper strategic approach to corporate communications:

- ✓ **a corporate communications strategy** – linking all communications to the council's aims and priorities
- ✓ **an agreed annual campaign plan** – a planned programme of communications projects linked to your corporate priorities
- ✓ **a corporate narrative** – tells the story of the council's ambitions to local people, in a plain and compelling way
- ✓ **regular** resident insight
- ✓ **rigorous** evaluation
- ✓ **supporting** leadership of place
- ✓ **helping** change behaviour.