



# Communications healthcheck

## Are you ready for your internal communications health check?

Once again, Scottish Local Government is heading into a time of uncertainty as single transferable voting, possible mergers and joint working arrangements pose challenges for public service users, elected members and employees alike. Having a robust internal communications strategy is a key requirement, enabling councils to manage their workforces effectively, especially when these workforces are so diverse and spread over multiple sites. By helping your employees understand the council's priorities and objectives, a good internal communications system can improve performance on the ground and help you face the challenge from the endless flow of external assessment.

## How we can help

SOLACE Enterprises can help councils get the best from their internal communications. We identify any gaps and build on the strengths which exist, and provide you with a confidential "critical friend and mentor" review of how your internal communications currently perform and make recommendations designed to tackle any weaknesses identified.

## Our approach

After an initial introduction, the process is carried out in five stages.

1. We will undertake a review of all your recent published material, both paper and electronic, relating to internal communications.
2. We will conduct 'one to one' discussions with selected elected members and the council's management team, to determine how your internal communications are currently managed and monitored. At the same time, we would wish to liaise with your senior professional communications officer if he or she is not part of that group.

3. We will provide you with an initial analysis of our findings.
4. We will carry out a confidential vertical survey of a section of your workforce to be agreed, which will test the strengths and weaknesses of your internal communications system.
5. We will deliver to you a focused health check report summarising the above and identifying recommendations for dealing with any weaknesses.

As part of a separate exercise, we can offer support in rolling out any subsequent programme of improved communications.

## Our lead consultant

Jim Rae runs his own successful communications consultancy and is a Member of the Chartered Institute of Public Relations and a Member of the National Union of Journalists. Until 2001, he was Head of Communications at South Ayrshire Council and prior to 1995, was Senior Public Relations Officer with Strathclyde Regional Council and Assistant Registrar in what is now the University of Paisley. He created and implemented a communications strategy for the Scottish Commission for the Regulation of Care, part of which was a recommendation to rename it "The Care Commission". He has also advised a variety of private and public sector clients including the Scottish Executive Modernising Government Fund, Glasgow City Council, Renfrewshire Council and South Ayrshire Council.

For further information please contact the Resource Centre. You can either phone on 0845 601 0649 or email [resource.centre@solaceenterprises.com](mailto:resource.centre@solaceenterprises.com) To find out more about SOLACE Enterprises and our full range of consultancy services see [www.solaceenterprises.com](http://www.solaceenterprises.com)

