

A person is seen from behind, holding a smartphone to take a photo of a sunset over a city. The sun is low on the horizon, casting a warm orange glow over the landscape. In the foreground, there are silhouettes of residential buildings and a person's head and shoulders. The background shows a hazy cityscape and distant hills under a clear sky.

2024 Update Communication Strategy

Dundee
City Council

www.dundee.gov.uk

**CHANGING
FOR THE FUTURE**





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Introduction



Council communication impacts daily on everyone who lives, works, visits or studies in Dundee.

It's how people find the vast range of services provided by the local authority and the different ways to access them. That might mean learning what the Low Emission Zone means for them, how to download a new bins app, or what number to call to arrange a repair.

It's understanding the context of the challenging financial climate, including how their council tax is spent, decisions on policy and ways to make their views known through public consultations and surveys.

It's how they get advice in an emergency, or find sources of support during difficult times. That could be during severe weather, or the Cost of Living crisis which continues to be felt in households across the city.

It's even how to make the most of a visit to the city, by accessing the tourism resources developed to support a key pillar of the local economy which was worth £290million last year.

continued focus on delivering impactful and inclusive communications

From statutory services to the democratic process, partnership priorities to transforming and modernising for the future, people need to know what is happening, what it means for them and how they can engage.

The past 12 months have seen a continued focus on delivering impactful and inclusive communications, both in the way information is presented and in the channels used to reach more and more people.

The corporate communications team, and the wider Council, have embraced these changes in order to best support the delivery of the outcomes set out in the [Council Plan](#) and the Dundee Partnership's [City Plan](#).

The outcomes are clear, in both financial and human terms. Effective communication has played a significant part in almost 25,000 people locally accessing advice on the support available during the Cost of Living crisis last winter. It underpinned the growth of the tourism sector after the Covid pandemic. And it allowed people to have

their say in consultations on the future of leisure and culture services in the city.

A digital-first approach means that corporate social media channels showcasing services, disseminating information in impactful ways and providing immediate feedback now reach almost 88,000 people – an 8% increase in the past year alone.

Supporting the [Digital Strategy](#), communications have encouraged the use of online services and extended access to information to members of the workforce who don't have day-to-day IT access.

But it's not all about digital. Working closely with the Fairness Commissioners, we've continued to put inclusivity and accessibility at the heart of our communications in line with our shared vision of being a caring and fairer city.

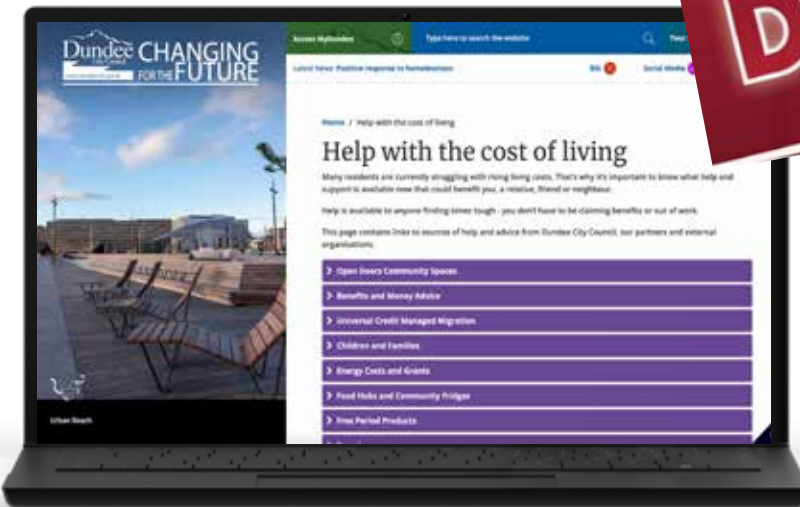
This annual update reviews the progress made over the past 12 months, and sets out how good communication will continue to underpin the vital work the Council does.

The value of communications

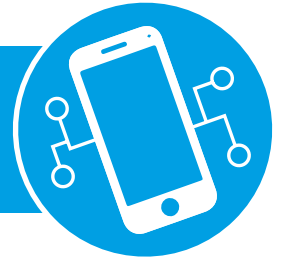
Cost of Living information continues to be a key priority, and is a good example of how communications adds real value to communities.

In addition to specific campaigns, the latest advice and resources are updated regularly on the Council's [website](#). These have been accessed by citizens almost 25,000 times in the past year.

A further campaign is being planned for winter 24/25, using a mix of digital and traditional media including radio and newspapers.



Social and Digital Media



Social media and the corporate website are a critical means of communication between the Council and citizens.

Growth of these channels has remained strong over the past 12 months, with the number of people reached via social media growing by another 10% over the past 12 months to almost 88,000.

To put that number in some context, in 2020 the figure was around 54,000. So there has been huge growth in the number of people that the authority can inform, interact with and listen to.

There has also been a focus on diversifying the platforms that we use. The way people use social media – particularly the growth of Tiktok and Whatsapp and changes to X (formerly Twitter) – have shifted radically in a relatively short period of time, and it's important that the Council adapts to that.

By ensuring that we serve people useful, adapted content, we've grown our TikTok, Instagram and LinkedIn followings, alongside a significant rise in people following on Facebook.

This cross-platform growth has been achieved by putting the most relevant content on each channel, engaging rather than broadcasting, and presenting information visually wherever possible – for example through infographics or animated videos.

“House rules” have also been implemented this year, setting out how we engage and respond with our users on social media as well as the expectations we have of them. We continue to monitor engagement to ensure that digital communications



We know that digital delivery can get important updates to citizens quickly and effectively.

are effective, although changes to data presentation on Facebook has made that more challenging this year.

And we continue to monitor trends in societal usage. That's why we'll be trialing the use of the Whatsapp channels function as a means of informing citizens, particularly during any emergency situations that arise. More than 50% of the UK population use the app, and this functionality is seen as a potential "game changer" in public communications.

We know that digital delivery can get important updates to citizens quickly and effectively. Pages on the corporate website are seen around 500,000 times every month. Over the next year, work will continue to help services ensure that their areas of the site are maintained and that the information shared with the public is as up-to-date as possible.



Case study: The Lord Provost's social media blog

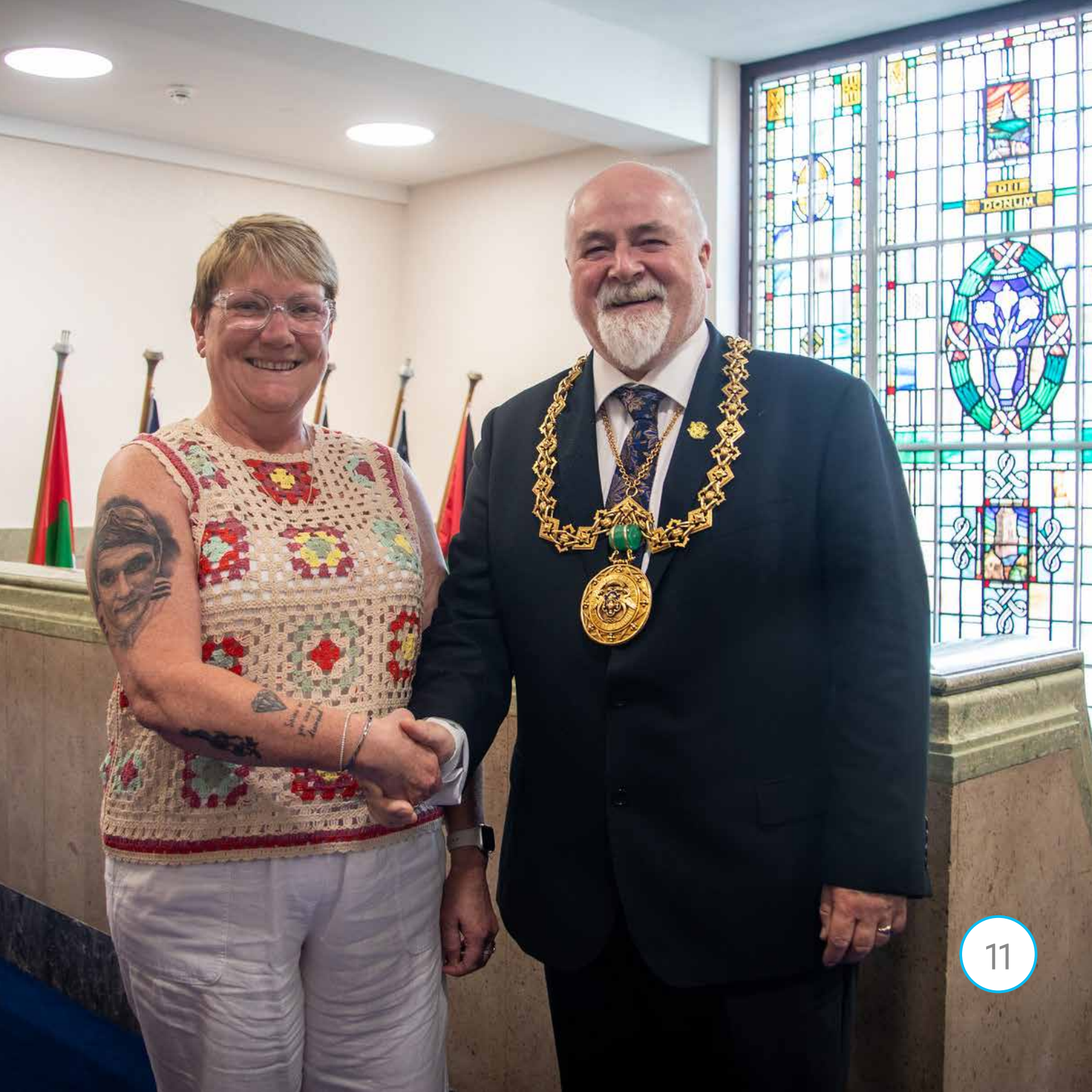
Social media has been at the heart of efforts over the past two years to increase public awareness of the Council's Civic function.

Facebook and X channels set up in the summer of 2022 already have around 1500 followers between them, while content is also shared on corporate channels.

The rapid growth of the **blog** reflects the value that citizens give to the information and content being shared. This includes recognition of various organisations and societies, including Twinning Associations, charities and religious groups of various faiths. Content is also shared about the Civic function and its history, from the origins of the Lord Provost title to the Civic Mace, Coat of Arms and City Chambers.

These channels enjoy good engagement, with citizens regularly asking questions and making comments. And they are an effective means of promoting important initiatives, from the annual Citizen of the Year nominations to Christmas family activities in the City Centre.





Marketing and Design



Wherever you look in Dundee, there are examples of eye-catching artwork created by the Council's small in-house team of designers.

Visuals communicating an array of subjects can be found on shopfronts, bins and street furniture, posters, brochures and leaflets, banners and maps. Even stickers and the sides of vehicles.

The same applies in the virtual world, where the suite of corporate designs extends to websites, videos, animations, photography and social media graphics.

The demand from the Council and its partners for design services continues to increase, as services become more and more aware that impactful communications materials, whether in print or digital form, bring better engagement from customers. This leads to improved outcomes, whether that be increased awareness, changes in behaviour or higher levels of service take-up.



Families of documents, from the City and Council Plans to Protecting People publications, have a consistent design as well as easy-to-understand one-page summaries where appropriate.

Major marketing campaigns undertaken in the past 12 months have included a TV campaign raising awareness of the **Low Emission Zone**, promotion of the **Dundee MyBins app**, a **biodiversity** awareness drive and ongoing marketing of the city as a visitor destination.

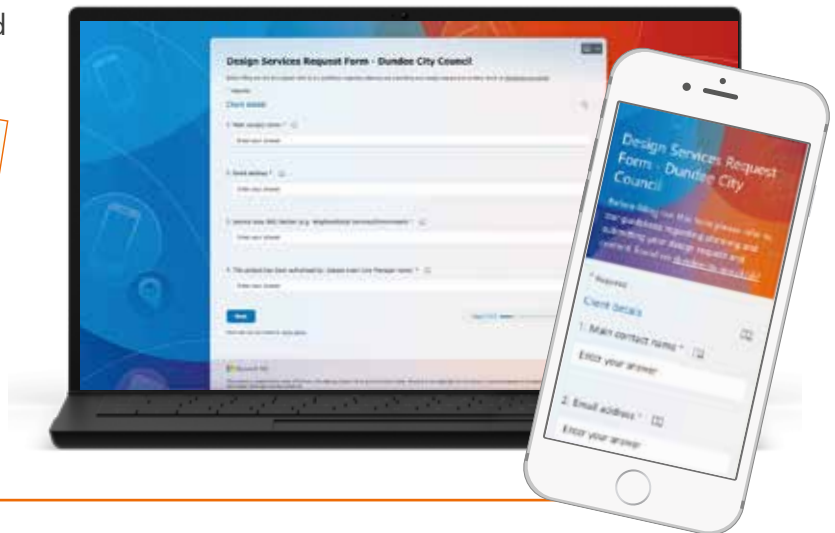
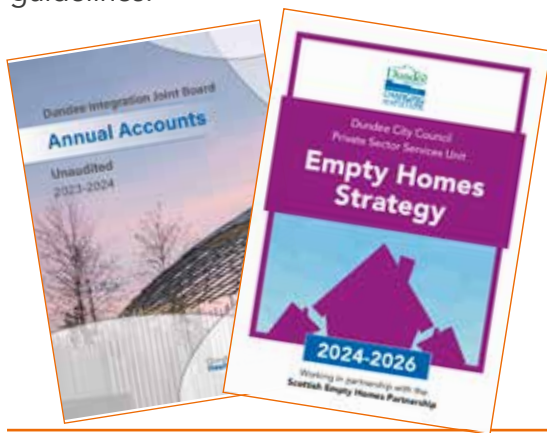


To support the increasing demand, the team has implemented a new online form for design requests using tools in Microsoft Office 365. This has reduced the amount of administration required, freeing up time for design work.

The roll-out of a tiered design approach, through which widely-consumed public-facing documents are fully designed while internal and other publications are supported as appropriate with designs for covers, back pages and page footers, has also proven successful.

The service also continues to focus on ensuring that corporate materials are designed with accessibility in mind. This includes providing advice to services on ways to meet accessibility legislation and guidelines.

impactful
communications
materials...
bring better
engagement
from customers



Case study: City Marketing

Latest figures show that the visitor economy is worth approximately £290m per year to the Dundee economy, with total visitors increasing by 10% to 1.35million in 2023.

The Council works closely with the city's Tourism Leadership Group to deliver coordinated city marketing activity which encourages people to come to Dundee and stay longer to explore its attractions, green spaces and hospitality venues.

The flagship **Do It All in Dundee** campaign proved hugely successful in 2024, running in spring and summer across a range of digital platforms and far exceeding industry benchmarks.

An evolution of the Put Dundee on your Map branding launched following the Covid pandemic, it primarily used short videos to showcase the city's tourism offering. These were shared via YouTube, Facebook, Instagram and Tiktok.

Key themes included walking, cycling and other outdoor activities, eating out and hospitality and Dundee's range of public art.

Analysis of the campaign phase showed that the videos were viewed around 1.7million times in the space of a few months, and there was strong follow through in terms of people clicking onto the campaign web pages to find out more.

The next phase of the campaign will be launched this winter.





2024
Leadership

MAIL UNIT
Dundee
CHANGING NORTH FUTURE

Community Improvement

Business & Economic Council

Dundee Home

You need photo ID to vote at a polling station
YOUR VOTE MATTERS DON'T LOSE IT

Emergency and Estates

DUNDEE'S FARMERS' MARKET
City Square, Dundee, DD1 3BY
9am-4pm

Feb	Mar	Apr	May	Jun	Jul
1	16	20	18	15	20
		Nov	Dec		

Bag it and Bin it!
Take pride in your city

Clean up after your dog or face an £80 fine.

Dundee Climate Leadership Group
Systems & Retrofit

ИНТЕГРАЦИОННАЯ ПОДДЕРЖКА ДЛЯ НОВЫХ ШОТЛАНДЦЕВ
Вы новичок в Данди или не знаете, как найти группы, занятия, мероприятия или поддержку

Свяжитесь с Викки по телефону
07435 779 842
vicky.hill@dundee.gov.uk
или сообщениями/WhatsApp

Foster Carers
We are looking for to offer short-term breaks & longer-term care.

Bonnie Dundee Britain in Bloom Portfolio 2024

oliday Fun



Dundee City Council
Strategic Workforce Plan
 2023 - 2028

RE:CITY ENERGY
 Saturday 28th September 11am - 4pm

Adult Employability Service
Employer Support Service

- Recruitment Services
- Employment Mentoring
- Interview & Professional Candidates
- CV Writing

Dundee City Council's
Gaelic Language Plan 2021 - 2026

Biodiversity Duty Report | 2021-2023

Greenland managed for biodiversity	Greenland managed for biodiversity
49 ha conserved grassland	3.8 ha existing native woodland
15 ha woodland planted with 3 ha riparian with structural planting	1 ha new native woodland planted
80,000 native bulbs planted	3.3 ha new woodland planted in partnership with Eden
10,000 other native plants and shrubs planted	

City Category

Dundee City Council
British Sign Language (BSL) Local Plan 2024-2030

DUNDEE City Council

Discover our Culture
 all within walking distance from here

Keep it Safe PARK SAFE
 Routes to Northhill Primary School

Emergency communications



Local authorities have statutory duties during significant incidents such as severe weather, and these include communications with the public. That role has increased in recent years as partner organisations have evolved.

Learnings from Storm Babet just over a year ago have been implemented, and a new emergency communications plan has been produced to support the Council and partners' response in times of crisis.

It sets out how we will warn and inform the public to minimise impacts and support recovery. By providing reassurance, giving advice and signposting to help, clear messaging can be a powerful tool at a time when people are in distress.

Key agreed actions include setting up a single webpage during an incident to quickly update and disseminate information

- this worked well during Storm Babet with around 25,000 page views in the space of four days.

As noted elsewhere in this annual report, the Council will also trial the use of Whatsapp Channels as a means of quickly "broadcasting" important information to citizens in a shareable format.

It makes clear that, while digital communications are by far the quickest and most effective approach in a fast-moving incident, there is still a need for more traditional approaches. An example of that is detailed in the case study on p20.

clear messaging can be a powerful tool at a time when people are in distress

The Council's team works closely with services and partner agencies to ensure that accurate, consistent and compassionate communications are delivered to the public, elected members, our own workforce and other agencies.

The emergency communications plan also outlines how good internal and stakeholder communications can give responders clarity on roles and mission, as well as encouragement and support.

This approach gives roles to corporate communications and also to managers to ensure a cascade of updates to and from their teams.



Case Study: Preparing for an emergency

Providing clarity of roles and responsibilities is one of the ways communications can support a crisis response. But just as important is that this is done in advance of disaster striking wherever possible.

There are areas of the city which are at higher risk of flooding during storms like the one which hit Dundee in the autumn of 2023.

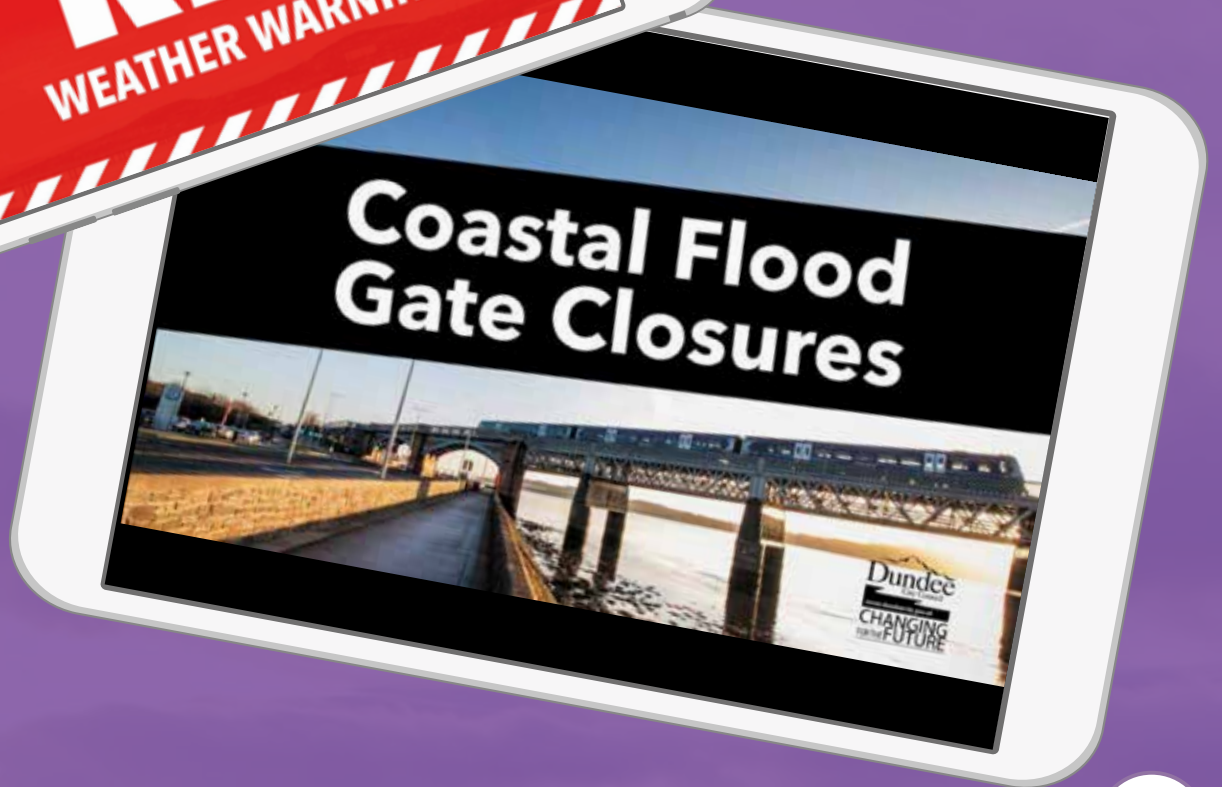
Householders and business owners in those areas need to know what actions they need to take to protect their properties should flooding happen, as well as what the Council and other partners will do.

Working closely with the resilience and city engineers teams, the communications service has produced a leaflet giving advice, signposting sources of help and detailing what people can expect from responding agencies.

The leaflet has been distributed to identified properties in advance of the autumn weather setting in. It's hoped this proactive approach will help reduce the human and property impacts should floods occur.

Further assessment will be carried out to see if similar documentation can be created and distributed in response to other civil contingencies risks.







Partnership working

One of the key pillars of the Modern Council transformation is that the authority will work in collaboration more, moving partnership working across the city from good to great.

Communication is key to ensuring that organisations combine effectively by sharing visions and values, supporting the flow of information and ensuring stakeholders - including the public - are informed and engaged.

Often this is complex work in order to ensure that the needs of all partners are met and that agreement is reached on proactive and reactive communications.

The Council plays a key or lead communications role in a number of critical projects, from the Tay Cities Region Deal to Cost of Living crisis support, the Low Emission Zone roll-out to Fairness and Climate leadership groups.

Other successful communications collaborations have included Hope Point, Tay5G, Take Pride in your City (see the case study on p24), tourism promotion, Urban ReLeaf, the Dundee Alcohol and Drugs Partnership and Dundee Loves Local.

The Communications Team also works closely with NHS Tayside and the Third Sector in supporting the Dundee Health and Social Care Partnership, including PR, design and committee support.

Close partnership working with Leisure and Culture Dundee also supported the delivery

of a major consultation on services during 2024.

Through the Dundee Partnership, the Council has worked with other agencies to raise awareness of the City Plan objectives, and used our collective channels to reach as large an audience as possible.

It is also represented at national level, through the National Communications Group Scotland and the National Resilience Communications Group.

Collaboration between agencies on shared communications will become ever more important in years ahead to meet demand and resource challenges in the most efficient and effective ways possible. That will include creating shared resources which can be used by multiple organisations to remove duplication.

...creating shared resources
which can be used by multiple
organisations to remove duplication.

Case study: Take Pride in your City

Although led by the Council, this long-running campaign is only successful because of partnership working with a range of stakeholders, from public agencies and businesses to community/tenant groups and individual citizens.

Communications support for the campaign helps raise awareness of its aims, encourages people and businesses to get involved, highlights successes and engages the local media.

A huge range of communications activity has been undertaken over the past 12 months. This includes:

- Fresh and updated Take Pride campaign imagery and graphics
- Awareness-raising through traditional and digital media, utilising Facebook, Twitter, Instagram and TikTok to reach new audiences across different demographics
- Take Pride adverts being displayed on a rotation on a regular basis on 25 different Clear Channel screens at bus shelters around the city.



- Dundee-specific versions of Zero Waste Scotland and Keep Scotland Beautiful's Scotland is Stunning, Let's Keep It That Way campaign to tackle litter in parks and public spaces
- Messaging to promote adherence to Broughty Ferry Beach's summer Animal Exclusion Zone
- Campaigns to promote the Dundee MyBins app, encourage participation in community clean-ups and litter picking hubs, discourage fly-tipping and prevent litter being left at sports pitches
- Supporting the delivery of the City Centre Commercial Waste Project.





Please don't feed the gulls

Gulls can contribute to:
 Fouling • Aggressive behaviour
 Noise • Littering • Damage to property

Peer Control Section, Dundee City Council. Tel: 01392 634333

This is your local hub
 #TakePrideDundee

Litter Picking Hub

to borrow litter picking equipment

www.dundee.gov.uk/take-pride-in-your-city

Scan me for more info

Strathmartine Community Clean-up

A community clean-up will take place on the
 29th & 30th October 2024.

Council teams will be carrying out a programme of additional works throughout the Strathmartine area, including:

- General litter and debris removal
- Strimming of vegetation from building and fence lines and general tidying of communal areas where required
- Selected mechanical & manual sweeping to path & street areas

Skips available for use!

Residents who have unwanted household items outside their house and haven't had a chance to take them to the local recycling centre yet, can make use of our nearest skip!

Staff will be available each day to answer queries about the use of the skips.

No combustible or hazardous waste please!

(e.g. gas bottles, tyres, paints, waste oil, motor oils)

Available 9am - 3pm at locations & dates overleaf.

Information contact:
 ecity.gov.uk

Dundee CHANGING THE FUTURE

Engaging with our people

Communicating with as diverse a workforce as the 6,500 people who are employed by the Council is an enormous challenge. Colleagues have different roles, different needs, different access to IT.

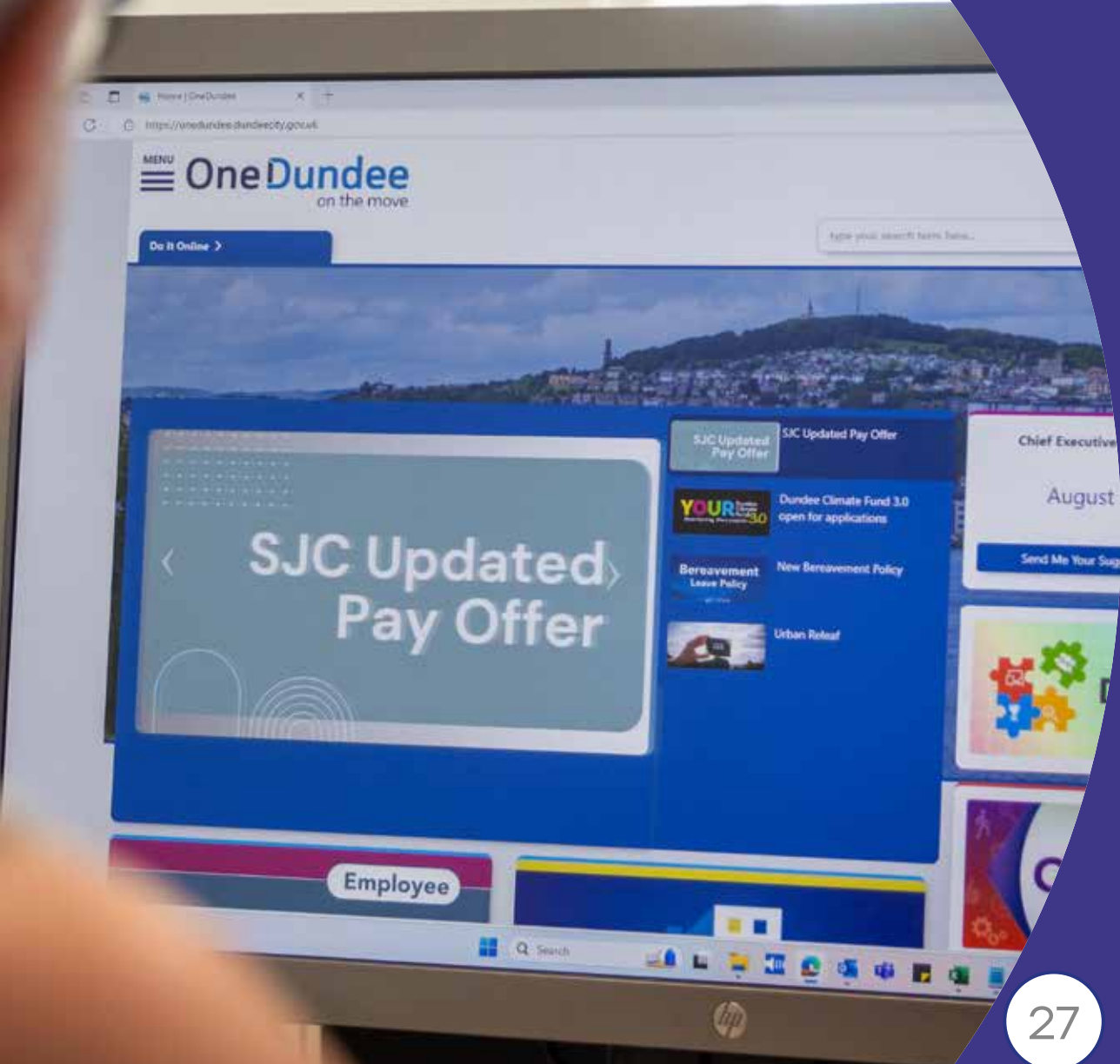
However, it is essential that good communication takes place as we collectively navigate challenges and continue to deliver services for the people of the city.

The Council employs a dual approach to employee communication, through both corporate updates and cascade of information by managers through team meetings and one to one conversations. Key “all staff” information is shared via the OneDundee corporate intranet, the chief executive’s monthly video blogs and a weekly round-up email containing news and

resources. “Mission critical” information is sent out via AllStaff emails.

Good progress has been made in opening up communication to the entire workforce, and the **On The Move** version of OneDundee (which can be accessed by all colleagues) is increasingly being used – page views by colleagues were up 25% last year compared with the previous 12 months.

OneDundee will continue to be the central source of corporate news, policies and other key documents, and all employees are encouraged to visit it regularly.



The roll-out of the Microsoft Office 365 suite provides opportunities to further improve corporate communication. There will be challenges to manage too, however, around volume of information, fragmentation of channels and IT access barriers to Sharepoint sites.

The focus for the next 12 months will be on further improving internal communications through effective use of cascade by managers to their teams. This will be critical on the journey to becoming a Modern Council, as well as during any periods of disruption to services such as during bad weather.

ensuring that every member of staff is aware of the corporate vision and priorities and the role they play.



Case study: Weekly Round-up

The Weekly Round-Up employee newsletter has gone from strength to strength since it was launched as a means of keeping colleagues informed during the Covid lockdown.

Analysis shows that articles included within it are well-read, while there are very regular requests from teams across the Council and partners to include news or updates in it.

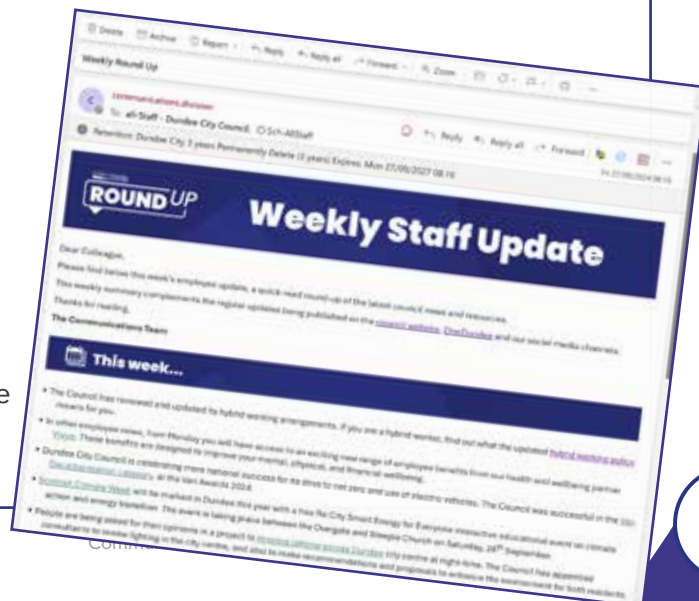
The round-up serves a multitude of purposes. It gives time-poor colleagues the opportunity to get up-to-speed quickly on the latest organisational news. It reduces the amount of individual Allstaff emails filling inboxes, and ensures that channel can instead be prioritised for mission-critical updates from the Council Leadership Team.

It raises the profile of themed days or weeks, provides updates on the publication of new policies, blogs or benefits offers, and signposts people

to sources of help around wellbeing, learning and financial issues.

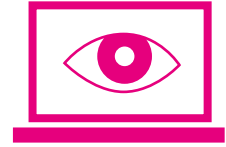
It's also a way to celebrate successes across the Council, for example when teams or individuals have been recognised at awards ceremonies.

The round-up email has undergone a minor revamp this year, but its design and content will be kept under review to ensure it remains as engaging as possible. A priority this year will be encouraging even more colleagues to contribute news and other content.



5,241

OneDundee
intranet page
views per day



87,679

social media
followers



37

media inquiries
handled per month



COMMUNI

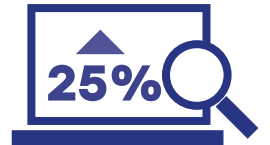
235

news
releases
issued



6,080,569

corporate
web site page
views



38,623

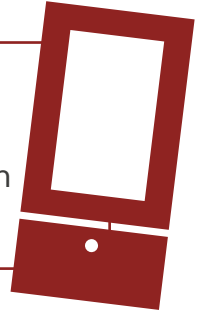
followers
on Twitter



6%

120,000

free ad plays on
digital bus stop
boards per month
(approx)



CATIONS

58

designs
completed per
month (average)



89,325

engagements with
Put Dundee On Your
Map city marketing
campaign





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