

Corporate Transformation – Communications

Given the nature of the Corporate Transformation Programme and wide range of services involved, it is important that the Council communicates effectively to give all Elected Members, the public, and other key stakeholders the best possible chance of understanding the work underway, why the programme is influencing the direction of council services and how this may change things for them in the future.

One of the key aims of this piece of work will be to raise general awareness of the programme and the financial challenge facing the council. At the same time, we aim to provide a message of reassurance that through this ambitious programme, the Council is working towards a way of service delivery that will improve experiences for families in the Borders whilst actually becoming more efficient.

Telling the ‘story of Transformation’

A key part of the work so far has been initial ideas around the development of fictional ‘stories’ from a range of people of different ages and backgrounds, who live in the Borders “in the future”. Their everyday lives have changed for the better as a result of the various outputs from the Transformation projects.

Through providing very personal accounts from each person talking about how things are/were and what they might look like in the future, it is hoped this will bring ‘Transformation to life’ to those who might otherwise not understand what it means and how it might also affect them in the future.

Once these personal ‘stories’ have been developed, they could be translated into a wide range of formats. For example, webpage, booklet, online video etc. An example of a draft story is overleaf but note - this is just an initial concept, final stories have not yet been produced.

Next steps

One of the next steps to allow this piece of work to progress is to identify the key outputs of each Transformation Project and how these translate into real-life scenarios. It is important that these are accurate, realistic and have been agreed alongside our partners to ensure they accurately reflect the direction of travel.

Communications Strategy/plan

As part of this work, an overarching communications strategy and plan will be developed to help maintain consistent messages which will run in parallel with the communications plan in place for the Council’s Financial Plan. The development of the fictional characters and their stories will be fundamental to this work.

EXAMPLE STORY

“A few years ago, we could only choose subjects that were available in the school we attend. I really wanted to do Spanish but was told it wasn’t possible. We then had to start thinking about our career paths, and selecting university and college courses, but I wasn’t sure what I wanted to do

“Things are different now...This year I was able to take Spanish at ‘National 5’ level through a virtual class via video-conferencing which means I can attend a class which is being hosted at a different school. It’s just the same as being in the class - which is great and means I can get the qualification I want after all.

“I have also been accepted as a modern apprentice at Scottish Borders Council, which means I can work while gaining qualifications at the same time. This means, if I do well, I might get a job at the end of it.”

Jack, age 17