

# COMMUNICATIONS PROCEDURE



**THIS DOCUMENT SUPPORTS THE COUNCIL'S ENERGY POLICY  
(ENPOL2013)**

## Contents

### VERSION CONTROL

This document is reviewed annually to ensure it is accurate and up to date.

No.	Version	Date	Initials	Description
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## **1 APPLICATION**

This procedure applies to all elected members, employees and contractors of the City of Edinburgh Council (CEC).

## **2 BACKGROUND**

The City of Edinburgh Council has put this procedure in place to outline the communication methods relating to energy efficiency and emissions reduction within the Council and externally to the general public. This procedure provides a clear outline of the communication methods, channels and actions taken to meet the objectives and targets within the energy management policy (ENPOL2013).

## **3 METHODS OF COMMUNICATION**

In order to address the challenges that the Council faces regarding energy and achieve the requirements set out in the Council's energy policy, effective channels for communication are necessary. Communication must be two way allowing the energy policy to be communicated down throughout the organisation but also enable staff to feedback into the process.

At the current time the Communications Team is going through a process of change (June 2013) it is difficult to define exact methods that will be available. The following channels will still be available and supported by the communications team but may be in a different format to those currently established.

- Face to Face;
- Electronic;
- Printed;
- Other forms of media.

Feedback will also be received through these channels. There will be more emphasis placed on electronic feedback for ease, anonymity and to allow a quick response.

## **4 TARGET AUDIENCE**

As noted within the application section this procedure applies to all individuals related to the Council be they elected members, staff or subcontractors. Communications however will be targeted at different groups of staff as there are different actions and priorities which face different groups.

Below are the communication groups that have been created. The internal groups are based on those outlined in the Governance procedure.

<b>Group</b>	<b>Includes</b>
Shared responsibility	All staff
Direct responsibility	Technical Support Services Team; Carbon, Climate & Sustainability Team
Operational responsibility	Asset Management, Major Projects, Property Services, Architectural Services, Facilities Management, Street Lighting, Engineering services
Indirect responsibility	Finance, Procurement, HR, Communications
Management Responsibility	All Heads of Service Management throughout the Council
Client Roles	Departments who act in client roles for projects, such as Children's Services
<b>External</b>	
Partner organisations	e.g. Edinburgh Leisure
Suppliers	Contractors carrying out a service on behalf of the Council e.g. Norland
The Public	Residents of the city of Edinburgh

## 5 SHORT TERM / INTERIM COMMUNICATION PROGRAM

A series of recommendations were drawn up with the communications team which need to be implemented or reviewed before a full communications program can be drawn up. These actions are outlined below.

<b>Recommendations</b>	<b>Completion Date</b>
<b>To implement</b>	
Engage a senior member of management as a champion for the Energy Policy to add credibility and highlight the need to be taken as a serious and currently important issue.	September 2013
Have one dedicated point of contact within the communications team to be able to track what new resources for communication will be available and to develop any reward based scheme.	
Resurrecting Carbon/ Energy Champions (not on a volunteer basis).	
Publication of projects which provide large savings and to also give	

recognition to the good work that has already been undertaken.	
Strengthen internal communication between Service Areas to allow feedback on project successes.	
<b>To Review</b>	
Raise the issue of a minimum energy management standard to be included in the PRD process.	
Possibility of a reward based scheme for those who go above and beyond this minimum standard. Recognition needs to be appropriate to the role of the individual. Integration of these actions with the carbon management awareness training program (CMAC) which is set to commence (January 2013)	

Once these actions have been reviewed the dedicated member of staff from the Communications team will work with the Carbon, Climate and Sustainability and Technical Support Services Team to produce a full communication action plan.

**6 ENCOURAGING AND ACKNOWLEDGING BEST PRACTICE**

Through internal discussions it has been highlighted that action is required to ensure that staff who have already engaged in actions to improve energy efficiency or management should be recognised retrospectively.

As such, these staff will be identified and used in a program to highlighting the type of action that can be taken under the different member groups. This will then be carried on across the authority using the channels described above in section 3.