Forestry Commission Equality Impact Assessment Publishing Template

Step 10

Name of policy, function or service
FC Scotland Corporate Communications Strategy

Purpose and aim(s) of the policy, function or service
The purpose of this strategy is to provide a link between our corporate objectives and our communications planning and delivery across FC Scotland. The themes and messages are aligned to the SFS and SG objectives, which sets out our corporate objectives and how we plan to achieve them. We will focus on three communications themes in the next two years: • Climate change and Environment; • Community engagement; • Contribution to the Scottish Economy. This focus allows us to tailor our communications to tap into the known areas of interest of our stakeholders or key areas where we wish to influence. The main aims and objectives are: • To set out the communications messages • To identify the key audience groups that FC Scotland wishes to communicate with and to engage with them to promote our activities and their impact • To tell the story of forestry in a pro-active and engaging way • To raise the level of understanding of forestry in Scotland To improve on perceptions amongst our stakeholders that our activities are: intended for the public good; diverse, exciting and interesting; and relevant and accessible for all.

Who will benefit mainly from this policy, function or service?
FC Scotland will benefit from this strategy through an improved understanding internally and externally of its role, objectives and communications activities. All audience groups will benefit from an improved understanding of FC Scotland and forestry in Scotland.

Information and Data (evidence) used
This strategy is not attempting to specifically understand/target audience groups from the six strands and therefore it has not been relevant to gather information and data in support of this. However, future guidance created on how to engage/communicate with specific groups will be impact assessed and evidence gathered in order to inform the guidance.

Summary of Impact
Internally the strategy provides a focus for communications work. Externally the strategy and its outputs will raise awareness of forestry in Scotland and the role of FCS. This strategy is not a document that seeks to set out how to engage with specific groups of people and therefore has not required the collection of evidence or data. Any future policy or guidance created on how to engage/communicate with specific groups will be impact assessed and appropriate evidence gathered. It has a positive impact on each of the six groups, and there is no evidence to suggest that people from different groups will be differently affected by the strategy.

Monitoring/Evaluation
We will use a range of methods to understand the success of our communications including; • Media evaluation • Continued research with stakeholders • Continued research with MSPs • Tailored evaluation of separate communication plans • Monthly reporting to FCSMB and quarterly reporting to NCS • Creation of balanced scorecard • Staff feedback through Communications Improvement Group and other established channels Traffic monitoring of bespoke intranet toolkit and information pages

Further Information
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