

Forestry Commission Equality Impact Assessment Publishing Template

Step 10

Name of policy, function or service

FC Wales 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 Wales.
The themes and messages are directly aligned to the FC Wales Corporate Plan, which sets out our corporate objectives and how we plan to achieve them through our programmes and the activities associated with them.

Who will benefit mainly from this policy, function or service?

Forestry Commission Wales as a corporate body will benefit from this Strategy through improved understanding internally and externally of its role, objectives and activities.
All of the audience groups will benefit from an improved understanding of FC Wales.

Information and Data (evidence) used

None required

Summary of Impact

It will facilitate all communications planning and delivery to be focused on delivering our key corporate messages, through the use of our key principles.

Monitoring/Evaluation

As part of the Strategy we will develop meaningful evaluation mechanisms and measures to demonstrate effectiveness of communication activities.

Further Information