

North Western IFCA Quarterly Meeting

28 September 2012: 11.00 a.m.

**AGENDA
ITEM NO.
11**

COMMUNICATIONS AND ENGAGEMENT STRATEGY

Purpose of the Report

To consider and approve a communication and engagement strategy for the NWIFCA

Recommendations

1. The report be received.
2. The communication and engagement strategy (at Annex A) be approved and implemented

Background

1. The High Level Objectives of the NWIFCA create a duty to inform all permit holders, stakeholders and partner organisations about the work of the Authority. The attached strategy sets out the main methods the Authority will use to deliver this duty.
2. Officers would welcome comments from members about the plans suggested and other ideas to increase the effectiveness of our communications. This strategy should be considered as an ongoing developing programme of activities to increase our engagement with all those interested in what we do.

COMMUNICATIONS OFFICER
September 2012