



## Communications outcomes report 2016/17

**Committee**            Audit and Standards

**Date of meeting**    15 September 2017                      **Date of report**    21 April 2017

### Report by Assistant Chief Executive (Business Support)

#### 1. Object of report

To provide the committee with an outcomes report of internal and external communications for 2016/17.

#### 2. Background

SPT's digital and media teams provide a wide range of integrated services including media relations, staff communications, public affairs, marketing, online and modern design applications.

#### 3. Outline of findings

A supplementary report (see Appendix 1) has been provided to members showing performance information on internal and external communications including press coverage and social media.

SPT has arrangements with an independent agency which provides news monitoring and research services including analysis of press coverage.

#### 4. Conclusions

A communications outcomes report for 2016/17 has been prepared for committee with a supplementary report on performance information.

#### 5. Committee action

The committee is asked to note the contents of this report and the supplementary report.

## 6. Consequences

Policy consequences	<i>None</i>
Legal consequences	<i>None</i>
Financial consequences	<i>None</i>
Personnel consequences	<i>None</i>
Social Inclusion consequences	<i>None</i>
Risk consequences	<i>None</i>

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