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**ARGYLL AND BUTE COUNCIL**

**POLICY AND RESOURCES COMMITTEE**

**CUSTOMER SUPPORT SERVICES**

**10 OCTOBER 2024**

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**COUNCIL COMMUNICATION STRATEGY 2024 2027**

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**1.0 EXECUTIVE SUMMARY**

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- 6.6 Climate Change: The strategy supports digital first communication and promotion of climate friendly activity.
- 6.7 Risk: None.
- 6.8 Customer Service: Effective communication is an important part of good customer service.
- 6.9 The Rights of the Child (UNCRC): None.

**Kirsty Flanagan**  
**Executive Director with responsibility for**