



Cabinet Office



Government
Communication
Service

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Prime Minister's Office
and Cabinet Office Communications
UK Government



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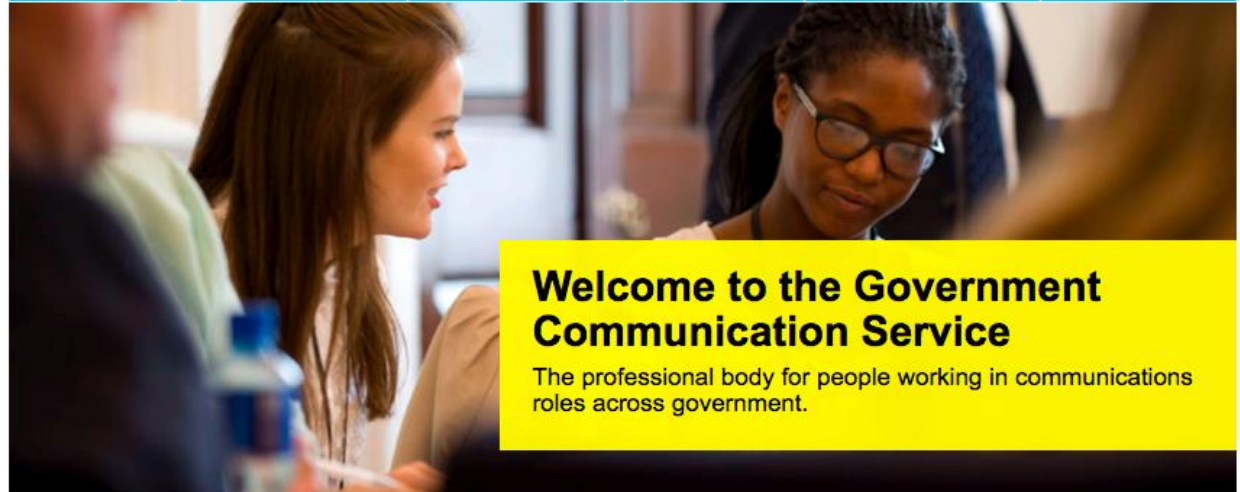
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Welcome to the Government Communication Service

The professional body for people working in communications roles across government.

EVENTS

GCS Leadership Roadshows

Spaces left in London, Manchester, Edinburgh, Leeds and Birmingham

Back by popular demand, the half-day roadshows are aimed at grade 7s and SIOs focusing on leadership in the

Book now GCS conferences

16, 17 & 19 May

Join the GCS Story: Priorities and Professional Development conferences and start your professional development journey for 2017/8

GCS Comms Exchange: The Parliamentary Lobby

Thursday 18 May

Join Michael Clarke, interim Head of News at the Cabinet Office and a former political correspondent for the Daily Mail



The history of government communication

Page 1519. 1645.

MERCVRIVS AVLICVS,
Communicating the Intelligence and
affaires of the Court, to the
rest of the KINGDOME.
From April 6. to April 13. 1645.

SUNDAY. April 6.

THe Rebels this Easter have excommunicated themselves; for lately when the Assembly presented their *Directory*, the Members excepted against that particular which debarrs certaine persons from receiving the *Communion*, alledging it was expressed in too general termes of *Scandalous and Ignorant*; therefore they voted that the Assembly should explaine whom they would have accounted *Ignorant or Scandalous*; The Assembly (the Members Journeymen) returned to their Worke-houise, and there laying their great heads together, (as well the Preachers as those in Holy Orders) drew up a Character of the *Ignorant and Scandalous*, and brought it to the Members: In this Character they insisted much upon examination concerning the *Trinity*, so as Master *Selden* stood up and said, *he was confident there were not Ten in the Assembly but might be passed in T hat themselves.* The Houses being resolved into a Committee presently passed two votes, First, *That such persons as are grossly ignorant shall not come unto the Sacrament*; Secondly, *That such persons as are grossly scandalous shall likewise be debarr'd.* We will not say the

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[Handwritten text in an old script, likely Latin or French, from a historical document.]



POST OFFICE
 Savings Banks, Life Insurance,
 and Annuities.

The Postmaster-General desires to call your attention to the advantages offered by the Post Office:

- 1st.—For investing Savings and small sums of money, with Government security for repayment.
- 2nd.—For life insurance.
- 3rd.—For making provision for all ages by means of an annuity.

SAVINGS

1876



KEEP
 CALM
 AND
 CARRY
 ON

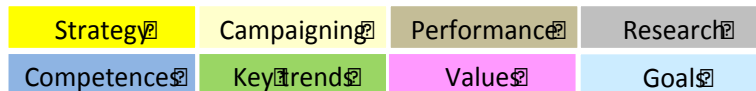
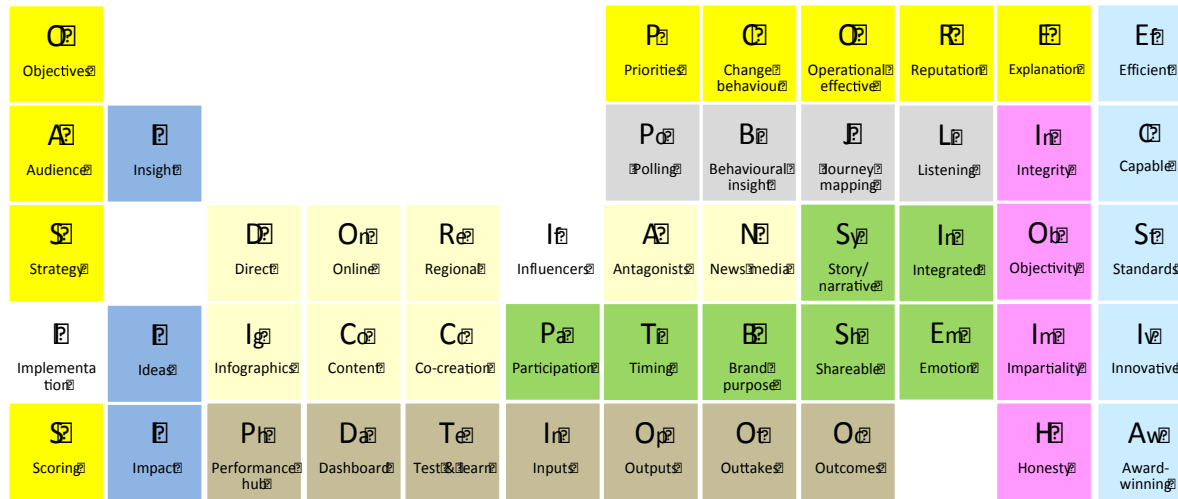
1939



2012



Elements of Communication Science





GCS Professional Standards



GCS PROFESSIONAL STANDARDS

The purpose of the GCS is to deliver world-class public service communications that support ministers' priorities, enable the efficient and effective operation of public services, and improve people's lives. It is held to account for implementation of the annual Government Communications Plan.

To make this possible, GCS staff commit to observing the highest standard of communications practice, professional development and ethics. The GCS has established a set of guidelines, models and templates to continually raise the quality of practice. The standards below should, at minimum, be applied consistently and rigorously across all communications teams in departments, agencies and other organisations with GCS staff.

Skills: The GCS competency framework sets the standard for individual proficiency, by grade. Communicators should demonstrate their ability to frame campaigns using insight, apply creative ideas, and swiftly implement and assess the impact of their work. The framework is used in appraisals, professional development and recruitment.

Working model: All GCS communications teams should adapt to meet the needs of a fast-changing audience environment by following the Modern Communications Operating Model principles and demonstrate their skills in the full range of disciplines: strategic communication planning; strategic engagement; internal communications; and media and campaigns.

Campaigns: The implementation of effective campaigns is at the heart of our work. For rigorous and systematic campaign development, GCS staff follow the OASIS campaigns framework, and make selective use of other GCS campaign planning tools where required.

Evaluation: GCS professionals use the GCS Evaluation Framework for every campaign, to improve performance and to take responsibility for the outputs, outtakes and outcomes of their work. Teams should summarise and exhibit these results in an evaluation hub.



Cabinet Office

Our Communication C.O.R.E. Purpose

Changing behaviours that benefit individuals and society

Operational effectiveness of public services

Reputation of the UK and responding in times of crisis

Explanation of the government's policies and programmes



Your Communication C.O.R.E. Purpose?

Changing behaviours that benefit individuals and society – public good

Operational effectiveness of public services – value for money

Reputation of the your organisation and responding in times of crisis – licence to operate

Explanation of your policies and programmes – trust and resources



Managing Reputation

Dimensions of Reputation

- Products & Services
- Innovation
- Workplace
- Governance
- Citizenship
- Leadership
- Performance



RepTrak® Pulse



Supportive Behavior

- Purchase
- Recommend
- Crisis proof
- Verbal support
- Invest
- Work

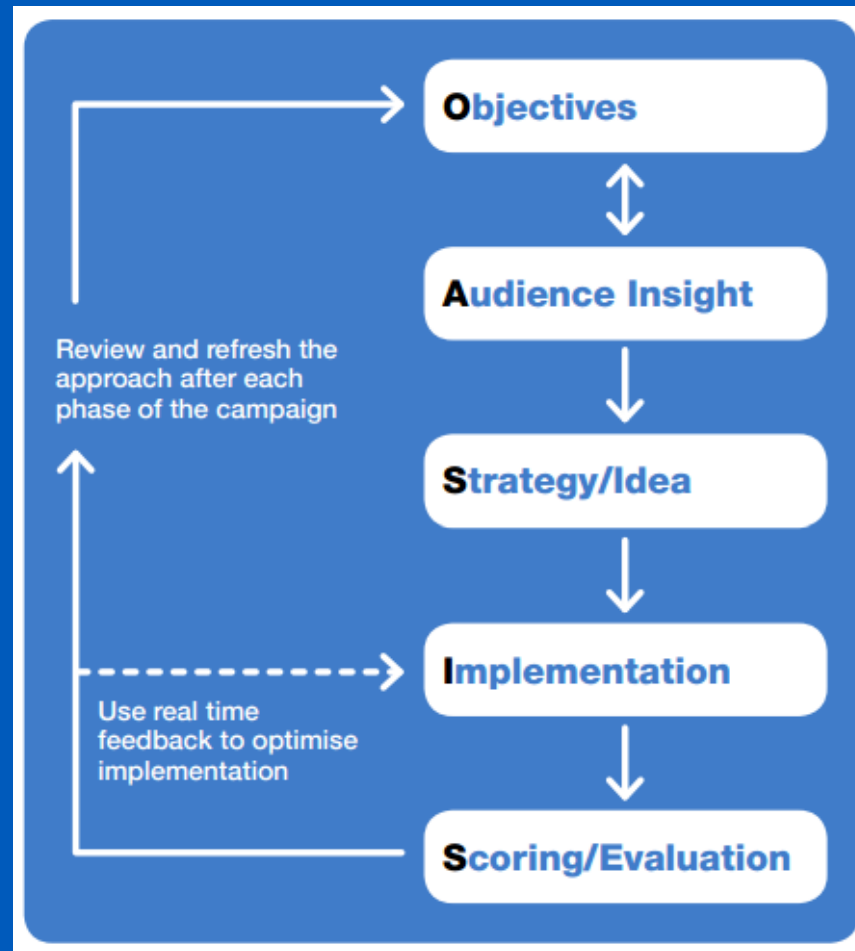


Operating model



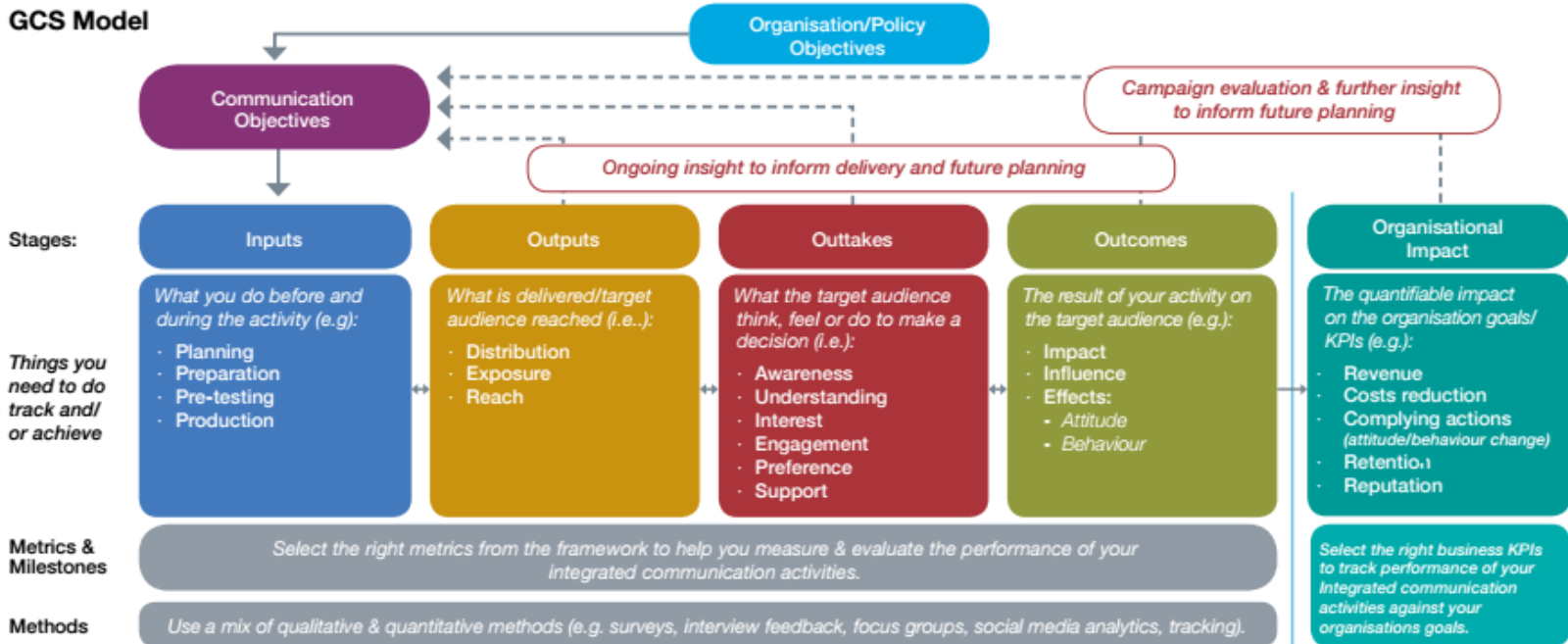


OASIS campaigns





Evaluation practice





Leadership

Civil Service Leadership Statement

As Civil Service leaders, we take responsibility for the effective delivery of the Government's programme and Ministers' priorities, living the Civil Service's values and serving the public.

Inspiring

about our work and its future

- We will show our pride in and passion for public service, communicating purpose and direction with clarity and enthusiasm
- We will value and model professional excellence and expertise
- We will reward innovation and initiative, ensuring we learn from what has not worked as well as what has

Confident

in our engagement

- We will be straightforward, truthful and candid in our communications, surfacing tensions and resolving ambiguities
- We will give clear, honest feedback, supporting our teams to succeed
- We will be team players, and will not tolerate uncollaborative behaviour which protects silos and departmentalism

Empowering

our teams to deliver

- We will give our teams the space and authority to deliver their clearly set objectives
- We will be visible, approachable, and welcome challenge, however uncomfortable
- We will champion both difference and external experience, recognising the value they bring
- We will invest in the capabilities of our people, to be effective now and in the future





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WE'RE SUPPORTING ONE YOU

Search **One You** and take the free health quiz to see how you score.

BECAUSE THERE'S ONLY **ONE YOU**



Counter-Daesh Communications Cell



We've changed the media narrative from Daesh's brutality to one focussed on Daesh's failures

@Coalition @CoalitionFR @CoalitionAR theglobalcoalition.org

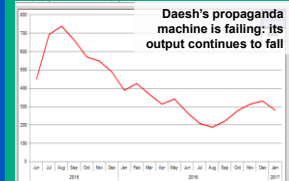
70% of Facebook users in Tunisia have accessed information about our youth entrepreneurship programme: that's **40%** of the total population

A record-breaking **38** countries attended our Working Group on 28 Feb, including **9** MENA partners

10 original videos highlighting Life after Daesh across four recently liberated areas in Iraq and Syria

99 businesses are being built using our MINBAR platform, as part of the Youth Entrepreneurship Programme

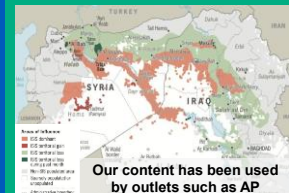
850+ government officials receive our daily media pack in over **60+** countries and international organisations



Daesh's propaganda machine is falling: its output continues to fall

Launch of national and regional strat comms campaign for Government of Lebanon led to **100,000** engagements

2.3m users in Iraq engage with our content every month



Our content has been used by outlets such as AP

41,000+ followers

£5.3m funding from **4** countries for **6** of our projects

RUSI hosted Workshop on the role of the media in countering Daesh and its propaganda

9 countries



Investing in talent

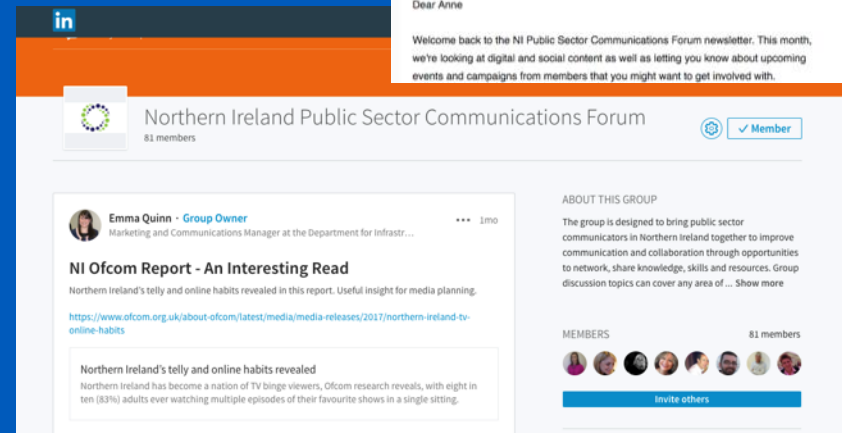
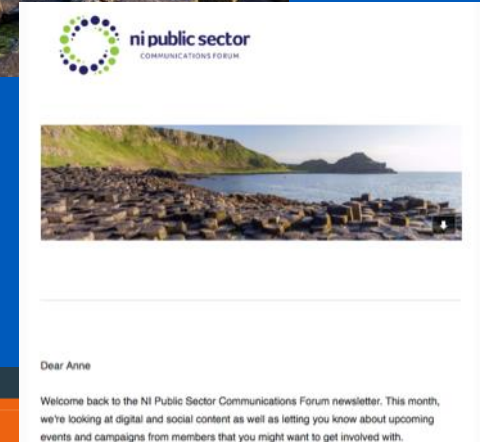
- 20 Interns
- 20 Fast Streamers
- 30 Apprentices
- 100 Graduates





Northern Ireland project

- Community of professionals across the public sector
- Best practice-sharing
- Capability-building
- Networks and collaboration
 - Common Ground
 - Citizen-focus
 - Leadership
 - Communications Operating Model for the Public Sector





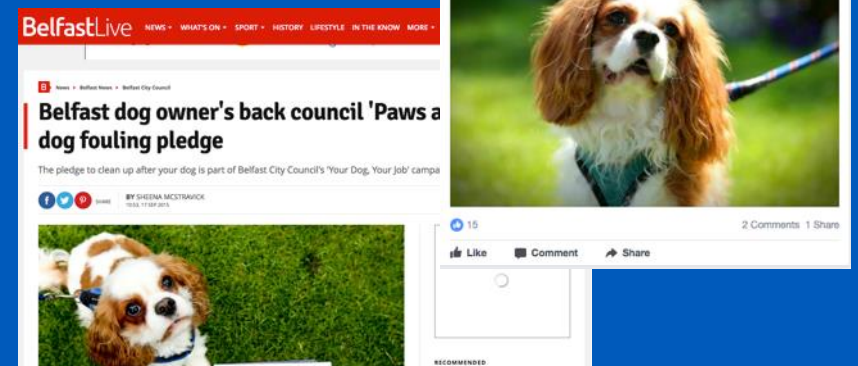
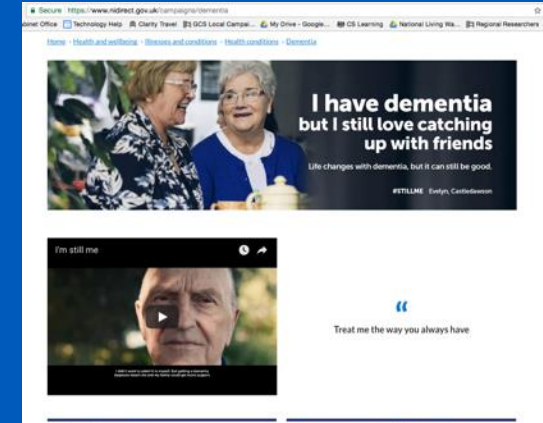
Success in this programme

- ✓ Every public authority has a professional comms team
- ✓ Collaboration across services is the norm
- ✓ Digital by default
- ✓ Shared insight leading to better understanding of audiences
- ✓ Outcome-focused evaluation is the norm
- ✓ Strategic communication understood as a powerful tool



Northern Ireland campaigns success

- I'm still me (PHA)
- Your dog, your job (BCC)
- Go for It (Invest NI)





Future of Public Service Comms

1. Truth, told well
2. Utilise big data to understand audiences.
3. Mastering behavioural science and social marketing.
4. Messages that builds trust and allow engagement.
5. Build responsive media centres. Digital by default and make algorithms your friend.
6. Prioritise new technology, but be wary of fads.
7. Identify, develop and retain 'talent'.



Critical Management Skills

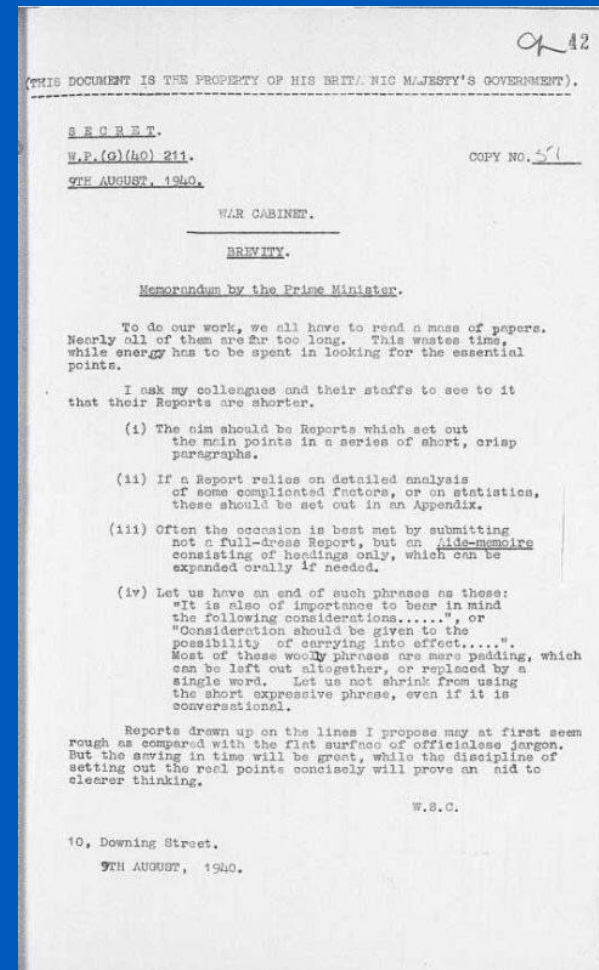




‘Information services ... are a recognition of a certain maturity in a democracy. They testify to a society where facts are essential to the formation of views, where prejudice is to be combatted by reason and where policies should be explained if they are to be understood.’

Sir Kenneth Grubb

Ministry of Information, 1941 - 1946





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