

About the GCS Futures Council

The Communications Futures Council was one of the recommendations within the **Modern Communications Operating Model** (MCOM). The Council will draw upon specialist knowledge and expertise from the public and private sectors, look for new approaches in digital communications and technology, and determine how they can be applied to government communication.

Role and remit

The Council has been created to ensure that public service communications always stays ahead of emerging trends in marketing and communications, including (but not limited to) digital, social and technology.

The aim is to provide a structured forum for highlighting innovations across media and digital industries, debate their relevance and how they might influence our work. The ultimate objective is to continually challenge and improve our ways of working, and deliver cutting edge communications campaigns which maximise value, reach and impact.

Council members will:

- Identify and share new technologies as they emerge such as insight, horizon-scanning, use of data, digital applications and other emerging technologies.
- Help us bring a range of different specialist perspectives –digital industry, trade bodies, academics, brand marketers, consultancies etc. to bear on the challenges of ensuring government campaigns are responding to the needs of increasingly connected citizens.
- Share best practice and innovation from your respective areas of expertise – and to benefit from best practice in government communications.
- Act as a sounding board for future proofing long-term campaigns, as well as ensuring current campaigns are taking full advantage of existing technologies and practices.
- Engage the wider profession and encourage GCS members to take ownership of the issue

Following on from each event, a thought leadership report on the issue discussed will be drafted and published on the GCS website as a blog to drive further engagement.

Terms of reference

- The Council will meet quarterly across the UK to showcase new technologies, innovation and practices, and to review their applicability to GCS business.
- Scope: Covers new technologies and new applications of existing technology set out in Communications Futures report. Includes insight, horizon-scanning, use of data, digital applications and other emerging technologies.
- Governance: Co-Chairs Poli Stuart-Lacey, Head of Communications at Cabinet Office and Suzy Jenner, Head of Communications at Department for Education.
- Project Leadership: Tessa King and Jacquelyn Goddard, Senior Comms (job share) Cabinet Office