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**East Dunbartonshire Council**

[www.eastdunbarton.gov.uk](http://www.eastdunbarton.gov.uk)

## **Taxi Fare Review Consultation – Communications Plan**

Consultation is taking place on amended taxi fares/charges in East Dunbartonshire. It is proposed to increase the various maximum scales which can be charged by operators by 3% (except for hires going to/leaving from Glasgow Airport, which will rise by a different amount).

Required elements:

- Webpage
- Advert for local papers
- Social media
- Media release

Consultation due to take place between 24 February and 4 April 2025, with a report to the P&R Committee in May.

Below outlines planned activity.

\*Note – This document will be updated accordingly as the project progresses\*

## **Communications Plan**

<b>Date of action</b>	<b>What</b>	<b>Action</b>	<b>Who</b>
24 Feb 2025	Consultation webpage	Draft text in advance for webpage, to go live from Monday 24 Feb 2025	Comms Service Digital Assistants
24 Feb – 4 April 2025	Social media	Aiming for one social media post per week (except around date of Council Tax being set)	Comms Service

w/c 24 Feb 2025	Advert	Advert to be drafted and designed in advance, to appear in the Kirkintilloch Herald dated 5 March and the Milngavie & Bearsden Herald dated 6 March – deadline for advert to be submitted would be 28 Feb	Comms Design Service
w/c 24 Feb 2025	Media release	Raise awareness among people who may not be online – including local papers and regional outlets	Comms Service

**Last updated: 20 February 2025**