



sustainable thriving achieving

East Dunbartonshire Council

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

Date of action	What	Action	Who
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