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## Report to the Finance Strategic Policy Committee

### Overview of Spending Leaflet

The Finance Department has been engaging with the Web & Social media team to design a series of infographics to present financial information to the general public in a more engaging, informative and accessible format. This follows from the setting of the Finance SPC's work programme in which SPC members outlined the provision of transparent financial information as a deliverable over the SPC five year period.

Work commenced in late 2019 and continued into early 2020. Due to the pandemic and other work pressures, it was not possible to give resources to this matter over the 2<sup>nd</sup> quarter and much of the 3<sup>rd</sup> quarter in 2020. Work has now recommenced and it is expected to be completed in Q4 2020. It is intended that the information will be presented to the public via our social media channels on Facebook, Twitter & Instagram. The infographics presented will support the information contained in Budget Y2021. It is understood that the SPC members sought the provision of information in a leaflet format. There is a cost element with this option and it is felt that it may be useful to assess what type of information is best received by the public and to consider the format of a leaflet in the future.

Attached to these Finance SPC meeting papers are draft examples of the infographics that are currently being worked on in video and PDF format. The input and views of the SPC members are sought in evaluating the format, design, content of the draft examples.

**Kathy Quinn**  
**Head of Finance**  
**With responsibility for ICT**

**27<sup>th</sup> October 2020**