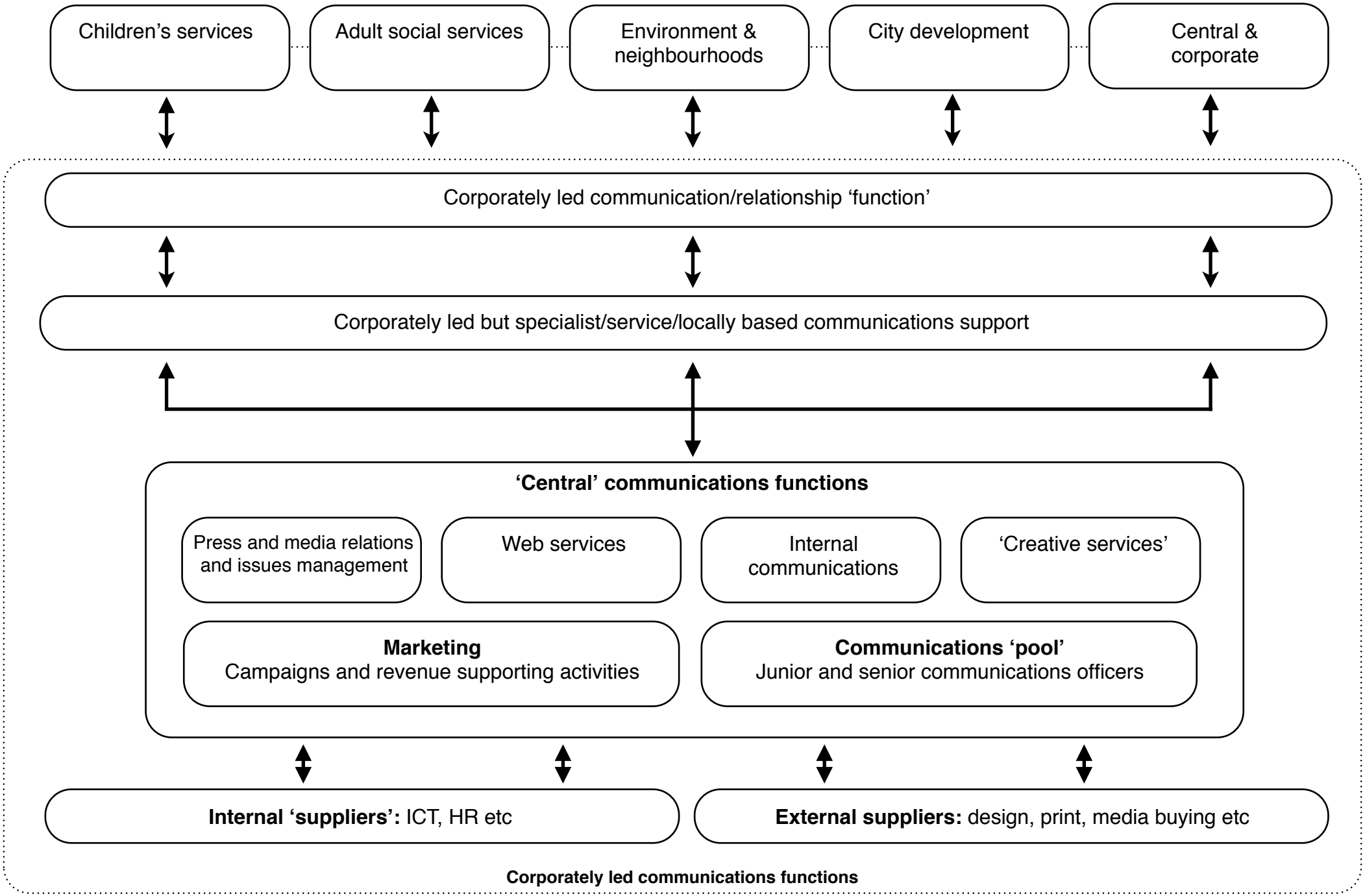One council communications - proposed working model