

COMMUNICATION PRIORITIES

1 SUMMARY

- 1.1 In order to establish a communications strategy that supports the aims of the Community Planning Partnership, views have been sought from representatives of the Management Committee on communication priorities and on opportunities for conveying information to different audiences.
- 1.2 Together the opinions expressed gave rise to this overall proposal:
- communication focuses on communicating the fact that a prosperous future for Argyll and Bute relies on everyone involved in the life of Argyll and Bute playing a part
 - an overall message of 'get involved' would support various partnership initiatives which depend on partnership working; it would also answer the question, 'what does CPP mean for me?'
 - highlighting the work of the CPP Management Committee would be used to promote the SOA aims and also to demonstrate partnership in action
 - As part of partnership in action, two way communication between the CPP Management Committee and target audiences would be encouraged in order to inform and support on-going communication actions.
- 1.3 Subject to the Management Committee's approval, details behind the proposal above, such as how to get involved or who to target with information, would be developed as part of the draft communications strategy to be presented to the Committee in March 2015.

2 RECOMMENDATION

- It is recommended that the Community Planning Management Committee:
- 2.1 Gives views on and approves the proposals for communication set out in 3.9-3.14
- 2.2 Notes for any comment and additions the initial list of opportunities for distribution set out in Appendix 1.

3 DETAIL

- 3.1 Views have been collated from Argyll and Bute Council, NHS, Argyll Voluntary

Action, and Scottish Fire and Rescue Service.

- 3.2 The points that give rise to the proposal for communication are listed below in 3.3-3.8
- 3.3 Given the scope and scale of community planning work, 'keep it simple' was a theme identified by all partners for communication.
- 3.4 Given how many demands there are on everyone's attention, answering the question 'what does community planning mean for *me*?' was identified as another priority in ensuring that communication makes a difference.
- 3.5 As evidenced by the membership of the Community Planning Management Committee, achieving the aims of the SOA requires all those with a role in the life of Argyll and Bute to work together. Working together is a feature of initiatives across the community planning partnership, from service integration to consultation exercises with the public.
- 3.6 The work of the Management Committee provides a demonstration of partnership in action by showing key agencies in Argyll and Bute working together for Argyll and Bute.
- 3.7 The Committee has the capacity to reach a considerable number of people and audiences if we share distribution channels. Appendix 1 provides an initial list of opportunities. To make communication work as effectively as possible, it would require all CPP Partners to commit to supporting the communication process. As one example of how much can be achieved through shared and co-ordinated communication, Police Scotland and Argyll and Bute Council worked together on promoting the Queen's Baton Relay visit on 13 July, with the result that through social media information about the event and the area reached approximately 475,000 people through Facebook and 625,000 through Twitter.
- 3.8 In line with working together, as well as information coming from the CPP Management Committee to communities, feedback from communities to the Management Committee would be encouraged to inform and support on-going communication. For example if the Chair of NHS Highland's seven local health and wellbeing networks cascaded information from the Committee, feedback to the Committee would be invited through the Chair.

PROPOSALS FOR COMMUNITY PLANNING COMMUNICATION

- 3.9 Communication focuses on raising awareness of the fact that a prosperous future for Argyll and Bute relies on everyone involved in the life of Argyll and Bute playing a part.

- 3.10 This would be achieved in part by highlighting the work of the Community Planning Management Committee, and in part by Committee partners promoting a shared 'get involved' message where appropriate in their communication.
- 3.11 The purpose behind this overall message would be to answer the question, 'what does CPP mean for me?', to support various partnership initiatives which depend on partnership working, and to motivate the resources we have in the people in our communities.
- 3.12 Encouraging people to get involved could be about for example urging responses to consultation exercises, or encouraging communities to be proud of Argyll and Bute and be ambassadors for the area.
- 3.13 The work of the Management Committee would be communicated by agreeing, at the conclusion of a meeting, three (or more) agenda items for promotion. These would be agreed at least by the Chair and Communications representative(s), and co-ordinated/progressed by the Council's Communications Manager. Distribution of information would be supported by partner agencies' Communications Teams.
- 3.14 Promoting the work of the Management Committee would highlight the shared objectives of the SOA, and also demonstrate working together in action.
- 3.15 The developed communications strategy would include examples of 'get involved/back Argyll and Bute' key messages for promotion by all partners as appropriate to different audiences; processes where required for working together on communication actions; and detail of how communication will support engagement activities of the Partnership.
- 3.16 The communications strategy would be developed through further conversations between the Council's Communications Manager and CPP Management Partners.

4 CONCLUSION

- 4.1 The approach to communication proposed would give communities a simple, clear message, would promote the aims of the SOA and would highlight the work of the Community Planning Management Committee.
- 4.2 If approved, the proposal will be used to develop a communications strategy for consideration by the Community Planning Management Committee in March 2015 and subject to approval for implementation by all partners.

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Appendix 1: Community Planning Management Committee – communication channels

The table below provides a snapshot of the opportunities available to the CPP Management Committee to reach communities.

Channel	Agency	Reach (approx.)
Social media - Twitter	Argyll and Bute Council (ABC)	7,000
	Police Scotland	56,300
	Scottish Fire and Rescue	15,400
	NHS Highland	4,500
	HIE	4,300
	Argyll College	600
Social media – Facebook	ABC	4,000
	Police Scotland	143,468
	HIE	1,500
	Argyll College	7,300
	Scottish Fire and Rescue	12,300
Internal staff communication	ABC	4,500
	NHS Highland (in Argyll and Bute)	1,600
Community networks	Argyll Voluntary Action	2,000