

Management Committee

Date: 4th December 2019



Communication and Engagement Report

1.0 Purpose

This report is presented to the CPP Management Committee to inform and update members on a range of pieces of work which come under the theme of Communication and Engagement.

2.0 Recommendations

The CPP Management Committee is recommended to:

- Note the responses to the recent CPP Bulletin survey and advise of any changes to be made
- Nominate 2 members to assist the Community Planning team in revising the webpages
- Note the social media hashtags for promoting the CPP and be encouraged to use them in any social media posts

3.0 Background

The Community Planning team has been involved in a number of pieces of work which seek to improve the communication of Community Planning activities both within the Management Committee and to the wider public.

4.0 Detail

CPP Bulletin – Survey Results

The CPP Bulletin is emailed a minimum of once a month to a large distribution list including members of the community, Community Councils and partner organisations. We were interested to know whether the bulletin was of value and whether there were developments we could make. Recipients of the Bulletin were invited to take part in a survey in September 2019.

35 responses were received which we are very grateful for and the key findings are:

- 97% wanted the bulletin to remain in the same format (electronic)

- 91% thought the frequency of the bulletin should remain the same (minimum of every 4 weeks)
- 91% found the survey was written in a way that was easy to understand
- 91% found the layout to be straightforward
- 88% found the font size to be just right
- 74% found the survey was interesting and engaging

- Information on Training, Conferences, Funding, Local and National Matters were all found to be useful. Suggestions for further topics of inclusion or improvements in the bulletin were:
 - More information from partners
 - Good practice from community groups across Argyll & Bute
 - Details of strategic plans eg. Economic/housing/tourism
 - Opportunities for joint working, including for communities
 - Case studies of effective collaboration / partnership working locally
 - Less jargon and more plain English
 - Use of a social media platform to promote content instead of an email

We are considering best practice from other similar bulletins and the best way to incorporate the suggested improvements above. The CPP Management Committee is asked to comment and provide their thoughts.

CPP Website

There is a commitment to review and update the webpages of the CPP before the end of March 2020. The webpages are found on the council's website.

We would welcome input from interested members of the Management Committee to be part of a short term working group. It is anticipated that this would involve 1-2 hours per month to share ideas on the content of the webpages and ideas for how they can be appealing and relevant. Meetings would take place over the phone/Skype.

Embracing the #hashtags

It was agreed at the CPP Management Committee in September 2019 to use the following hashtags when promoting Argyll and Bute Community Planning Partnership in addition to #abplace2b:

#abcpp

#abgetinvolved

Members of the CPP Management Committee and Area Community Planning Groups are encouraged to use these hashtags on social media.

The screenshots below show examples of these being used on Twitter:



5.0 Conclusions

The Community Planning team are using a wide variety of methods to ensure that communication with the Management Committee and wider public are accessible, interesting and user-friendly.

The CPP bulletin is proven to be useful but the content could be expanded to be of more relevance and interest to users.

Assistance with refreshing the Community Planning webpages on the website will ensure that the web pages are designed collaboratively and reflect the needs of the CPP.

Partners are encouraged to use the hashtags [#abcpp](#) and [#abgetinvolved](#) in addition to [#abplace2b](#) on social media platforms.

6.0 Implications

Strategic Implications	The work of the Community Planning team covers all 6 of the Outcomes of the Argyll and Bute Outcome Improvement Plan.
Consultations, Previous considerations	The Management Committee signed off the timescales for the Place Standard consultation.
Resources	The use of Basecamp and the refresh of the webpages provide opportunities for joint working
Prevention	N/A
Equalities	Addressing improvements highlighted in the feedback on the CPP Bulletin will ensure that the Bulletin meets the needs of the audience. For example, less use of jargon when implemented reduces inequalities in understanding the information.

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For more information, please contact:

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References

N/A

Appendices

N/A