Argyll and Bute Community Planning Partnership

Management Committee   **19 August 2014**

Agenda Item 12a.
Communication Priorities

1   SUMMARY

1.1   Argyll and Bute Community Planning Partnership brings together a significant number of organisations who are delivering shared initiatives for the benefit of citizens and communities across the area.

1.2   The range of organisations involved is both an opportunity and a challenge: making use of the communication channels of all organisations would achieve a wide reach of audience in informing and engaging communities; achieving a shared awareness of actions, progress and priorities for communication across the Partnership is a challenge.

1.3   It is proposed that the Partnership: agrees key messages to explain consistently and encourage involvement in community planning; agrees communication priorities and shared procedures with a view to having a communication strategy in place by March 2015.

2   RECOMMENDATION

It is recommended that the Community Planning Management Committee:

2.1   1   Approves the proposal to establish shared key messages for use in explaining and encouraging involvement in community planning; and communication priorities.

2   Nominates representatives to be part of a short life working group that will discuss and establish proposed messages and priorities, to be brought back to the Community Planning Management Committee meeting of October 2014.

3   DETAIL

3.1   'What *is* community planning?' is a question that can give rise to many, different answers.

3.2 A huge range of work is already being undertaken by community planning partners. Shared projects are described in different ways, sometimes as community planning initiatives, sometimes as partnership projects, and sometimes in other ways.

3.3 No single organisation or individual will achieve the progress needed for the future of Argyll and Bute – working together is a necessity in achieving our shared Single Outcome Agreement (SOA) outcomes.

3.4 The points above give rise to various communication questions: how do we all describe community planning?; do we need to raise awareness of the term 'community planning' or are there equivalent alternatives?; what messages will engage and support individuals, organisations and communities in contributing to achieving SOA outcomes?; given the breadth of work being undertaken, what are our shared communication priorities; how can community planning partners work together in raising awareness of community planning by communicating together and consistently.

3.5 Community planning partners have a wealth of experience in and means of communicating information to our communities. Bringing together that experience and identifying opportunities to promote messages through all our channels will greatly strengthen the impact of communication initiatives.

3.6 Some of the means through which community planning partners engage and communicate has been brought together through recent engagement between the Community Planning Team and Outcome Leads. This is appended to the report and gives an indication of resources and opportunity. It is clear from this and other on-going partnership work that we can learn more about the opportunities for communication we have across the Partnership.

3.7 It is proposed therefore to establish a short life working group, of representatives from across Partnership organisations, to draft key messages, and identify communication priorities and procedures to support shared promotion of community planning in Argyll and Bute.

3.8 Subject to approval of the Community Planning Management Committee, these proposals would form the basis of a communication strategy that would be brought for consideration to a future Committee.

4 CONCLUSION

4.1 Community planning partners have a wealth of experience in and means of communicating information to our communities.

4.2 Establishing shared messages, priorities and procedures for communication will strengthen the impact of communication initiatives.

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Appendix 1: Information from meeting with Outcome Leads (short and long term)

Between May and June 2014 the Community Planning Team met with people identified as long or short term leads within the Single Outcome Agreement. An element of the meeting was to gain a better understanding of engagement and communication opportunities and the potential to realise effective communication options for future use in communicating the business of the CPP.

The table below provides a snapshot and is not comprehensive. Further engagement with partners on communication and engagement through a Communication Strategy would develop the information below.

CPP partner	Social media and online communication	Forums	Newsletters	Surveys	Plans /Strategies for engagement	Other
NHS Highland: **Health and Wellbeing**	Healthy Argyll and Bute Facebook page. Health and Wellbeing network website	Argyll and Bute Health and Wellbeing network manages the public engagement forums.				.
Council's Planning and Regulatory Services	Argyll and Bute Council website	There are a number of user forums which services meet with annually or bi-annually.			Information, Communication and Engagement (ICE plan)	
Council's Project and Renewables Team	Argyll and Bute Council website					
AVA	Argyll Communities Website					Young Entrepreneur website being launched

Fire and Rescue	Use Facebook to put messages out					
HIE	Main communication is website					Good reach to business customers
Council's Housing			Quarterly staff newsletter. Information leaflets	Tenant Survey	Currently revising communication plan	Reach to homeless customers
Council's Leisure Services	Argyll and Bute Council website and Leisure Facebook pages	Regular focus groups at sites.			Customer Engagement Plan	Good reach with large number of groups who use facilities.
Youth Services		Dedicated youth forum and programme of events to support young people.				Residentials with young people.