

COMMUNICATION and ENGAGEMENT STRATEGY

1 SUMMARY

1.1 The proposal below was agreed by the CPP Management Committee in October as the basis for a shared communication and engagement strategy:

- 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 The draft communication and engagement strategy (Appendix 1) develops this proposal for action by all partners.

2 RECOMMENDATION

It is recommended that the Community Planning Management Committee:

2.1 Gives views on and approves the principles and process for working together on community planning communication and engagement.

2.2 Gives views on and approves the draft communication and engagement strategy

3 DETAIL

3.1 There is a great deal of work being done by community planning partners to deliver the Single Outcome Agreement (SOA). In addition, the Committee has the capacity to reach a considerable number of people and audiences. Appendix 2 provides an initial list of opportunities.

- 3.2 Working together and with our communities is an increasingly significant part of our work and is key to delivering the SOA.
- 3.3 The communication and engagement strategy is based therefore on making best use of the efforts being made, by sharing the promotion of information and key messages, and where possible engagement opportunities with our communities.

Principles and processes for community planning communication

- 3.7 It is proposed that community planning partners commit to implementing the strategy by:
 - 3.7.1 agreeing that the priority is to promote 'working together' rather than community planning
 - 3.7.2 using their communication channels to order to reach a considerable number of people and audiences
 - 3.7.3 sharing engagement opportunities in order to achieve best benefit
 - 3.7.4 identifying means of and supporting use of two communication between the CPP Management Committee and target audiences to inform and support on-going communication actions
- 3.8 It is proposed that an overview of engagement activities will be produced by:
 - 3.8.1 Partners submitting information to cpp@argyll-bute.gov.uk for collation and distribution to the partnership at each CPP Management Committee meeting, or sooner if deadlines require
- 3.9 It is proposed that an overview of communication activities will be produced by:
 - 3.9.1 Partners using where appropriate the key messages agreed
 - 3.9.2 Partners submitting information to cpp@argyll-bute.gov.uk for distribution as deadlines require

Community Planning Communication

- 3.10 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.
- 3.11 This would be achieved by highlighting the work of the Community Planning Management Committee and by Committee partners promoting a shared 'get involved' message where appropriate in their communication.
- 3.12 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.

- 3.13 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.
- 3.14 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.
- 3.15 Promoting the work of the Management Committee would highlight the shared objectives of the SOA, demonstrate working together in action and be an opportunity to promote key messages.
- 3.16 The communication and engagement strategy would be developed through evaluation and on-going in-put of the CPP Management Committee.

4 CONCLUSION

- 4.1 The approach to communication and engagement 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.

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