

Appendix 1: Draft Communications and Engagement Plan

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1. Introduction

As evidenced by the membership of the Community Planning Management Committee, achieving the aims of the Single Outcome Agreement requires all those with a role in the life of Argyll and Bute to work together to build a prosperous future for Argyll and Bute.

This strategy is designed to support the Community Planning Partnership in delivering the SOA.

2. Communication and engagement - aims and objectives

Aims

Support delivery of the SOA through communication and engagement that:

- Encourages involvement of those with a part to play by answering the question, 'What does community planning mean for *me*?'
- Supports working together across sectors and with the wider public by promoting opportunities for meaningful, effective engagement.

Objectives

This communication strategy is designed to deliver outcomes initially in two areas.

Awareness of what community planning means for *me*

- **Raise awareness** that building a prosperous future for Argyll and Bute relies on everyone involved in the life of Argyll and Bute working together to play their part.
- **Demonstrate** working in partnership by highlighting the work of the CPP Management Committee

Encourages people to *get involved*

- Highlight *how* to get involved: by speaking up for Argyll and Bute, and by taking part in engagement opportunities.
- Raise awareness and encourage use of national standards of engagement across partnership engagement exercises (see Appendix 3), where appropriate depending on any additional engagement requirements.

3. Principles and processes

Community planning partners commit to implementing this strategy by:

- agreeing that the priority is to promote 'working together' rather than community planning
- using their communication channels to order to reach a considerable number of people and audiences
- sharing engagement opportunities in order to achieve best benefit
- identifying means of and supporting use of two way communication between the CPP Management Committee and target audiences to inform and support on-going communication actions

An overview of engagement activities/best practice will be produced by:

- 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

Communication information will be produced and distributed across the Partnership by:

- Partners using where appropriate the key messages agreed
- Partners submitting information to cpp@argyll-bute.gov.uk for distribution as deadlines require

4. Stakeholders

We will communicate with the following audiences:

- Residents of Argyll and Bute
- Employees
- The wider public
- Partners across the CPP partnership, including the Scottish Government

5. Key Messages

- Argyll and Bute needs everyone who cares about it to help build its future
- *You* can help in building a prosperous future for Argyll and Bute
- *Get involved*, it's easy to make a difference
- Back Argyll and Bute, here's how...
- Working with our communities and partners is key
- Sharing effort will increase impact

6. Steps

A range of communication channels will be used including:

- CPP partners' on-line channels – website/social media
- CPP partners' internal channels for reaching employees and service users
- Media

Options for distribution will be developed by partners as new opportunities become available.

7. Budget

This communications plan will be delivered in-house by existing employees.

8. Risks

Sustained and co-ordinated effort will be required to communicate and engage. To ensure that the plan is sustainable, six monthly activity/issues updates will be provided to the CPP Committee for consideration.

9. Review & Evaluation

For the first year from approval, the effectiveness of this communications strategy will be measured by output of information.

Measuring impact will be done following this period by surveys.

This plan will be reviewed six months after work begins in order to ensure that it is sustainable and consider any improvements that could be made.

10. Communications and Engagement Activity Plan

The action plan will be developed on an on-going basis subject to in-put from all partners in terms of key milestones and events.

Names: Chair = Chair of the CPP Management Committee, JJ = Argyll and Bute Council Communications Manager, RG = Rona Gold, Community Planning Manager,

Date	Action	Responsibility	Residents	Employees	The wider public	CPP Partners	Other
From March 2015	CPP Committee – 3 press releases per meeting	Chair/JJ					
April	Update for partner communication teams on the content of the strategy if approved by CPP Committee	JJ					
April	Update for partners on process for sharing engagement/consultation events	RG					
From June 2015	Ideas on milestones/ events ahead for promotion to be given at each meeting	All on CPP Committee	*	*	*		

Appendix 2: 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

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

Appendix 3: National Engagement Standards

The National Standards for Community Engagement are a good practice tool. The 10 Standards are:

[The Involvement Standard](#)

We will identify and involve the people and organisations with an interest in the focus of the engagement.

[The Support Standard](#)

We will identify and overcome any barriers to involvement.

[The Planning Standard](#)

We will gather evidence of the needs and available resources and use this to agree the purpose, scope and timescale of the engagement and the actions to be taken.

[The Methods Standard](#)

We will agree the use methods of engagement that are fit for purpose.

[The Working Together Standard](#)

We will agree and use clear procedures to enable the participants to work with one another efficiently and effectively.

[The Sharing Information Standard](#)

We will ensure necessary information is communicated between the participants.

[The Working With Others Standard](#)

We will work effectively with others with an interest in the engagement.

[The Improvement Standard](#)

We will develop actively the skills, knowledge and confidence of all the participants.

[The Feedback Standard](#)

We will feedback the results of the engagement to the wider community and agencies affected.

[The Monitoring and Evaluation Standard](#)

We will monitor and evaluate whether the engagement meets its purposes and the national standards for community engagement.