

**ARGYLL AND BUTE COMMUNITY PLANNING PARTNERSHIP
COMMUNICATIONS STRATEGY (INTERMEDIATE)**

Report to Management Committee 16 June 2004

1. Summary

- 1.1 This paper proposes a way forward and a timetable for the development of a detailed and costed one year communications strategy for the Argyll and Bute Community Planning Partnership.
- 1.2 It also proposes a number of actions which can be undertaken during that development period.

2. Background

- 2.1 At its meeting in March 2004, the Argyll and Bute CPP Management Committee agreed to establish a Communications Working Group whose brief is to develop and recommend a comprehensive communications strategy.
- 2.2 The Working Group to comprise of PR representatives from Argyll and Bute Council (Chair), SNH, ALLST Tourist Board, NHS, Strathclyde Police, HIE and Communities Scotland.
- 2.3 An inaugural meeting of the Group took place on 26 April 2004 and the proposals in this paper are a result of the discussion, which took place at that meeting.
- 2.4 I would also like to acknowledge the contribution made to that discussion by East Dunbartonshire CPP and Perth and Kinross CPP who gave their time and shared the results of their work.

3. Current Position

- 3.1 Whilst to date, the Partnership has not formally adopted a comprehensive communications strategy, it has nevertheless an advantageous foundation on which to build. In particular:
 - a. **IDENTITY**
Argyll and Bute CPP established its own identity and logo, distinct from that of its constituent members, from the outset.
 - b. **WEBSITE**
The partnership established its own website with a distinct domain name at an early stage, and whilst the site requires some development work, it has contributed greatly to both the sense of identity and the dissemination of basic information about the partnership
 - c. **CITIZENS PANEL**
The Citizens Panel and its regular response to questionnaires has provided a good basis for public understand of the work of the partnership.
 - d. **MEDIA COVERAGE**
The partnership has put out a number of news releases in its own right, and these have received positive, if somewhat limited, media coverage.
 - e. **PUBLICATIONS**
To date two publications about the work of the partnership have been distributed to every household in the area.
- 3.2 The following proposals and action plan aim to build on the above.

4. PROPOSALS

- 4.1 The Communications Working Group agreed that it is fundamental to the success of any future communications strategy that it be wholly owned by the Partnership (as opposed to the Working Group).

The Communications Working Group recommends that a half-day workshop be arranged; aimed at mapping relationships (where partners have co-terminus boundaries and where we share with other partnerships), identifying target audiences, key messages and priorities.

- 4.2 A comprehensive one year communications strategy should be developed based on the outcomes from the workshop. This strategy to include a clear evaluation and review process, which should lead to the development of a further strategy, possibly covering three years.
- 4.3 The recommended extended lead-in time to the adoption of a comprehensive communications strategy should not preclude actions, which will build on and improve current communications practices (please see action plan for details)

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Argyll and Bute Council
May 31 2004

Objective	Aim	Action	By whom	When
Strategy Development	<ol style="list-style-type: none"> 1. map relationships 2. identify key messages 3. identify target audiences 4. identify priorities 	half day workshop or seminar	<p>partner representatives</p> <p>categories or nominations to be advised</p>	By end July 2004 or to be advised
	Identify existing channels of communication e.g. staff newsletters	Produce and circulate pro forma to each partner organisation	Communications Working Group	By end July 2004 or to coincide with above
	Produce comprehensive one year communications strategy based on outcomes from workshop and results of research	Convene meetings of the Communications Working Group	Chair of Group, members of Group	End of September 2004 or to be advised

Improve and Build on Existing Channels of Communication				
1. Website	Improve quality and availability of information on-line	<ol style="list-style-type: none"> 1. Transfer and rebuild current website onto dynamic CMC 2. Establish SLA to ensure timely updates 	Partnership Manager with ABC Communications Team	End September 2004
2. Media relations	Develop a more proactive approach to news	<ol style="list-style-type: none"> 1. Identify newsworthy" stories through attendance at meetings/briefings 2. Organise events/photo opportunities as appropriate 	Members of Communications Working Group	With immediate effect

Other	To raise awareness of the CPP and its work to date amongst employees key to the successful implementation of a communications strategy	Develop and deliver an awareness raising programme aimed at e.g. middle management and delivered through a cross-partner events or series of events	Whilst this would lie within the remit of the existing Training Group, the Communications Working Group felt that it would be a key element in the implementation of any communications strategy and therefore felt it should be included in the intermediate strategy	End of September 2004 then ongoing as appropriate.
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