

DRAFT

ARGYLL AND BUTE COMMUNITY PLANNING PARTNERSHIP COMMUNICATIONS PLAN

REPORT TO MANAGEMENT COMMITTEE 08 DECEMBER 2004

1. Summary

- 1.1 Following a discussion by the Management Committee in June 2004, this paper proposes a series of actions in the shape of a Communications Plan (2004/05).

2. Background

- 2.1 In March 2004, the Argyll and Bute CPP Management Committee agreed to establish a Communications Working Group comprising of PR representatives from Argyll and Bute Council (Chair), SNH, AILLST Tourist Board, NHS Argyll and Clyde, Strathclyde Police, HIE and Communities Scotland.
- 2.2 The group produced a preliminary proposal for a communications strategy, which was discussed by the Management Committee at its meeting in June 2004.
- 2.3 The Committee felt that the scope of the proposed strategy was too broad and asked the Working Group to scale down its recommendations for further consideration.
- 2.4 Following a discussion between the Chair of the Management Committee and the Chair of the Communications Working Group, this paper has been prepared.

3. Aims and Objectives

- 3.1 The aims of the Communications Plan (2004/05) shall be:
- i. To raise the profile of the Community Planning Partnership, both internally and externally
 - ii. To improve opportunities to share information between partnership agencies

4. Proposals

4.1 Partnership Agencies

Recommendation: That work be undertaken with partnerships agencies to ensure that the CPP is acknowledged in their publications and media relations.

- i. The public profile and image of successful partnership working is gained mainly through the work of partnership agencies such as the Biodiversity Partnership, Marine Natura and ALI-Energy, each of which has its own identity.
- ii. The Council's Communications Team has, on request, provided ongoing support to most of these partnership agencies, including media awareness training for managers, media management, event management and publication advice.
- iii. To date there has been little or no recognition of the link between the ethos of partnership working, as represented by the CPP, and the outcome of partnership working.
- iv. The recommendation is based on recognising that link, strengthening it and publicly acknowledging it.

4.2 Website

Recommendation: That the CPP website should "go live" in mid January 2005, properly contented and with reciprocal links through to partnership agency sites.

Recommendation: That the CPP should establish a Service Level Agreement with the Council's Communications Team to ensure timely updates.

Recommendation: That the site be publicised and promoted as a key information tool.

- i. The website is an important tool for communicating to a variety of audiences, including partner agencies and groups/individuals working within them, the Scottish Executive, other CPPs and the general public. It can provide a platform for both sharing information and informing others. It has the potential for supporting two way communication through forums, surveys and e-mail.
- ii. The Council's New Media Officer has created a new CPP website on a dynamic content management system. In technical terms, it is ready to "go live", but needs additional content.
- iii. Many of the partnership agencies identified earlier have their own websites, linked to the Council site.

4.3 Annual Report

Recommendation: That a "public facing" annual report be prepared to coincide with the CPP Review Day in June 2005.

- i. An annual report should be prepared which focuses on the successful outcomes of individual projects, linked by an overview from the CPP
- ii. Further consideration needs to be given to its production and potential distribution

4.4 Internal Communications

Recommendation: That, where partner agencies produce internal or staff publications, that the CPP should actively seek out opportunities for placing stories.

- i. Many of the partner agencies within the CPP are major employers in Argyll and Bute, making their staff a key resource in awareness raising. The CPP Communications Working Group, in consultation with the CPP, are in a prime position to place stories. The DriveSafe campaign was a good example of this.

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November 2004