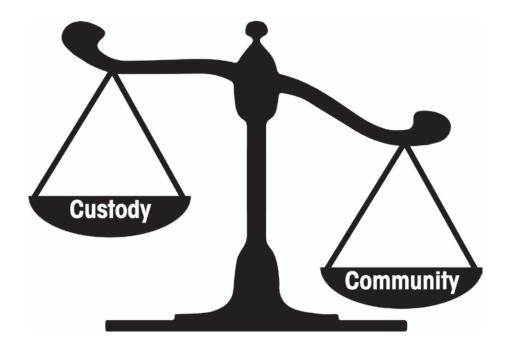
ANGUS COMMUNITY JUSTICE PARTNERSHIP

COMMUNICATIONS STRATEGY

(approved by the Community Justice Partnership 24 August 2017)



ANGUS COMMUNITY JUSTICE PARTNERSHIP COMMUNICATIONS

Our communications will support the Partnership's priorities and maximise the opportunities set out in the Angus Community Justice Outcomes Improvement Plan. We will engage with businesses, partner agencies and our communities in the achievement of this ambition.

COMMUNICATIONS STRATEGY

- 1. Aim
- 2. Priorities
- 3. Audiences
- 4. Key messages
- 5. Approach
- 6. Roles and responsibilities

1. Our Aim

"The Community Justice Partnership is concerned with the collection of individuals, agencies and services that work together to support, manage and supervise people who have committed offences, from the point of arrest, through prosecution, community disposal or custody and alternatives to these until they are reintegrated into local communities"

2. Our Priorities

- To improve community understanding and participation in community justice
- To plan and deliver services in a more strategic way
- To deliver effective interventions are delivered to prevent and reduce the risk of further offending
- To create more equitable access to services for those involved in the Criminal Justice System

3. Audiences

- Partner Agencies
- Community groups
- Elected members
- Employees
- Individuals with an interest in Community Justice
- Media
- Partners
- Residents

4. Key messages

Our key messages set out our priorities and focus on what Community Justice is about:

- Focusing on the Partnership's strategic priorities for Angus
- Identifying need in service provision through stakeholders input
- Establishing solutions through collaborative working and resources between partners and agencies
- Adding value to the work of individual partner agencies and inter-agency groups
- Improving community understanding and participation
- Supporting improved access to services

5. Approach

Our communications will reflect our values and help us achieve our objectives

We will:

- 1. Keep our audience at the centre of our communications
- 2. Communicate the right information to the right people at the right time
- 3. Recognise one size doesn't fit all and choose the best communication channels for the job
- 4. Be open, clear and consistent
- 5. Focus on outcomes not activity what it does rather than what we've done
- 6. Use plain English/jargon free language
- 7. Provide a steady flow of information
- 8. Monitor and evaluate this approach and our activity

6. Roles and Responsibilities

Angus Community Justice Partnership (to be further developed)

Angus Council Communications Team will:

Delivery of plan

- Work with the Community Justice Partnership Officer to deliver the actions agreed in the Communications Strategy
- Report to the Community Justice Partnership Officer
- Monitor and evaluate this plan

Media

 Seek to maintain and further improve positive media coverage and develop our media relations service for both proactive and reactive coverage

Digital/Social Media

• Assist with the creation and share new and repurposed content for social media, intranet, website

Evaluation and monitoring

Communications activity will be continually monitored and evaluated to measure the effectiveness of proposed activity and to identify any opportunities. This will include:

- Assessing media coverage for volume, tone and content
- Monitoring social media for sharing of content, positive comments and stakeholder engagement
- Measuring progress against the communication plan
- Supporting the Community Justice Partnership's evaluation of the Communications Strategy

Angus Community Justice Partnership - Communications Strategy

Version	Date	Author	Amendments	Status
V1	9 May 2017	A Waugh		Draft
V2	17 July 2017	N Gunn	Annexe	2 nd draft

Communications Calendar

When	What	Who	Planned	Tool	Comms Update

ANNEXE 1

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY			
Stakeholder Groups	Key Messages	Communication Channels	
Angus Community Justice Partnership			
Angus Council	Evidence of Needs (CJ Profile)	Partnership meetings	
Police Scotland	CJ Outcomes Improvement Plan	Development Workshops	
Scottish Prison Service	Performance and Self Evaluation Framework	Email Communications	
	Hamework	Community Justice Outcomes	

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY			
Stakeholder Groups	Key Messages	Communication Channels	
Health and Social Care Partnership	CJOIP Implementation Arrangements	Improvement Plan	
NHS Tayside	Lead Officer / Agency Responsibilities	Community Justice Profile	
Skills Development Scotland	Performance Reports	Performance Reports	
Scottish Fire and Rescue Service	CJ Partnership Events /Activities	Partnership Briefings	
Crown Office and Procurator Fiscal Service	Workforce development opportunities	Short life working groups	
Scottish Courts and Tribunal Service	Roles and responsibilities detailed in CJ Partnership Terms of Reference	Workforce Development Events	
Angus Alcohol and Drugs Partnership			
Third Sector			
Publicly Elected Representatives	"What is Community Justice"	Committee Reports	
Angus Council Elected Members	"What works best in reducing offending"	Social Media	
Health and Social care Joint Board Members	The new model for Community Justice	Elected Members Briefings	
Community Councils	Angus Community Justice Outcomes Improvement Plan	Case Studies	
Members of the Scottish Parliament for Angus Council	CJOIP Performance Reports		
List MSP's for Angus			

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY			
Stakeholder Groups	Key Messages	Communication Channels	
Members of the Scottish Youth Parliament			
Members of the UK Parliament			
	What is Community Justice?		
Third Sector Organisations	The new model for Community Justice	Third Sector Collaborative	
Tayside Council for Alcohol	Angus Community Justice Outcomes Improvement Plan	Press Releases	
Action for Children	'	Social Media	
Families Outside	The potential contribution of the Third Sector in increasing the quality and	CJ Partnership events /activities	
Angus Women's Aid	range of interventions	Case Studies	
Barnardos	Arrangements for engaging in the delivery of the Angus CJOIP	CJ Partnership	
Venture Trust	What works best in reducing offending	Voluntary Action Angus	

Stakeholder Groups SACRO Apex Positive Prison – Positive Futures Angus Victims Support Voluntary Sector Angus Development Trusts	Key Messages - evidence based interventions Access to services for those who have committed offences and their families Opportunities for partnership working	Communication ChannelsBriefings / NewslettersWebsites
Apex Positive Prison – Positive Futures Angus Victims Support Voluntary Sector Angus	Access to services for those who have committed offences and their families	
Positive Prison – Positive Futures Angus Victims Support Voluntary Sector Angus	committed offences and their families	• Websites
	Angus Community Justice Profile	
The Private Sector Local Business Social Enterprises Dundee and Angus Chamber of Commerce Federation of small Business Business Clubs?	What is Community Justice? The new model for Community Justice Angus Community Justice Outcomes Improvement Plan Employer Engagement Strategy Opportunities for supporting those who have committed offences into education work and skills training Pathways for offenders into Education skills training and work	 Employer Engagement Events e.g. Business Breakfasts Private sector briefings Dundee and Angus chamber of Commence Dundee and Angus branch of the Federation of Small Business Consultations / Surveys

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY			
Stakeholder Groups	Key Messages	Communication Channels	
	 convictions accessing employment and how these can be overcome Best practice case studies i.e. examples of what works The business case for employing those with convictions Evidence base for reducing reoffending through employment 	Social MediaLocal press / radioCase Studies	
Representative Groups People with convictions	 What is Community Justice How the Community Justice System works in practice Opportunities presented in the CJ Outcomes Improvement Plan 	Partner websites • Social media • Local press and radio • Service users Surveys / Evaluations	
The children and families of those with convictions	 Information on opportunities for literacy, leaning, volunteering, training and further education Advice to support individuals and families to access services in relation to housing, health, employment and 	 Newsletters Community Notice Boards Community Engagement Strategy Voluntary Sector Community Justice 	

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY				
Stakeholder Groups	Key Messages	Communication Channels		
Victims and witnesses of crime	 welfare rights/financial advice Opportunities for greater involvement in the planning and delivery of Community Justice Services Good practice examples What is Community Justice? The new model for Community Justice 	Forum Angus Citizens Panel		
Community Organisations	What works best to reduce re-	Community Groups		
Community Councils	offending	Co-Investigation		
Village Hall Committees	The important role Communities have to play in delivering Community	Community Newsletters		
Local Management Groups	Justice	Community Noticeboards		
Angus Citizens Panel	Opportunities for communities/ opportunities for communities for comm	Social media		
Communities of interest groups	community groups to develop the knowledge and skills required to play a	Local Press and Radio		
Disadvantaged communities	more active role in the planning and delivery of Community Justice Services	Partner websites		

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY			
Stakeholder Groups	Key Messages	Communication Channels	
The general public		Community Events	
		Angus Voluntary Sector Community	
		Justice Forum	
		Survey/ Consultation Events	
		Community Engagement Strategy	
	What is Community Justice?		
	The new model for Community Justice	Stakeholders Briefing	
Governing Bodies	The Angus Community Justice Profile	Performance Reports	
Angus Council Policy and Resources	The CJ Outcomes Improvement Plan	Self Evaluation / Improvement Plans	
Committee	Performance Information		
Health and Social Care Boards	Evidence of what works to reduce re-		
The Scottish Government	offending		
The Care Inspectorate	Best practice case studies		
Scottish Social Services Council			
Angus Community Planning Partnership			

ANGUS COMMUNTY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY				
Stakeholder Groups	Key Messages	Communication Channels		
Board Angus Safer Communities Forum Violence Against Women Partnership Alcohol and Drugs Partnership				
The Media Courier and Advertiser Evening Telegraph Television companies (BBC & STV) Local Radio (Radio Tay)	 What is Community Justice What has worked to reduce reoffending in Angus Council Best practise case studies Opportunities for community/voluntary Sector involvement Good News Stories 	Press releases Media Interviews Social Media		