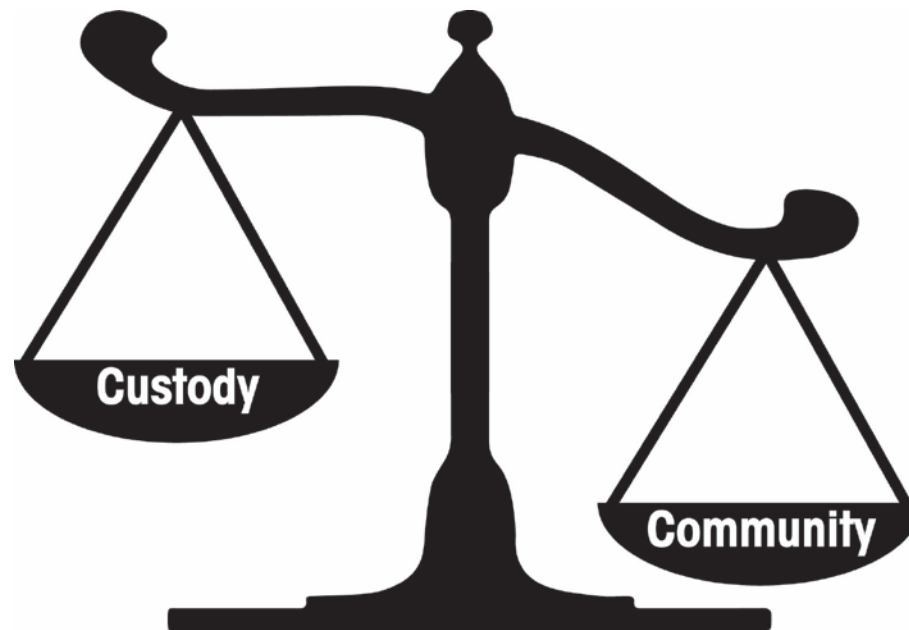


**ANGUS COMMUNITY JUSTICE PARTNERSHIP**

**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 <sup>nd</sup> draft

## Communications Calendar

When	What	Who	Planned	Tool	Comms Update

ANNEXE 1

ANGUS COMMUNITY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY		
Stakeholder Groups	Key Messages	Communication Channels
<b>Angus Community Justice Partnership</b> Angus Council Police Scotland Scottish Prison Service	<ul style="list-style-type: none"> <li>Evidence of Needs (CJ Profile)</li> <li>CJ Outcomes Improvement Plan</li> <li>Performance and Self Evaluation Framework</li> </ul>	<ul style="list-style-type: none"> <li>Partnership meetings</li> <li>Development Workshops</li> <li>Email Communications</li> <li>Community Justice Outcomes</li> </ul>

**ANGUS COMMUNITY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY**

Stakeholder Groups	Key Messages	Communication Channels
<p>Health and Social Care Partnership                      NHS Tayside                      Skills Development Scotland                      Scottish Fire and Rescue Service                      Crown Office and Procurator Fiscal Service                      Scottish Courts and Tribunal Service                      Angus Alcohol and Drugs Partnership                      Third Sector</p> <p><b>Publicly Elected Representatives</b></p> <p>Angus Council Elected Members                      Health and Social care Joint Board Members                      Community Councils                      Members of the Scottish Parliament for Angus Council                      List MSP's for Angus</p>	<ul style="list-style-type: none"> <li>• CJOIP Implementation Arrangements</li> <li>• Lead Officer /Agency Responsibilities</li> <li>• Performance Reports</li> <li>• CJ Partnership Events /Activities</li> <li>• Workforce development opportunities</li> <li>• Roles and responsibilities detailed in CJ Partnership Terms of Reference</li> </ul> <p>“What is Community Justice”</p> <p>“What works best in reducing offending”</p> <ul style="list-style-type: none"> <li>• The new model for Community Justice</li> <li>• Angus Community Justice Outcomes Improvement Plan</li> <li>• CJOIP Performance Reports</li> </ul>	<p>Improvement Plan</p> <ul style="list-style-type: none"> <li>• Community Justice Profile</li> <li>• Performance Reports</li> <li>• Partnership Briefings</li> <li>• Short life working groups</li> <li>• Workforce Development Events</li> </ul> <ul style="list-style-type: none"> <li>• Committee Reports</li> <li>• Social Media</li> <li>• Elected Members Briefings</li> <li>• Case Studies</li> </ul>



**ANGUS COMMUNITY JUSTICE PARTNERSHIP COMMUNICATIONS STRATEGY**

Stakeholder Groups	Key Messages	Communication Channels
<p>SACRO</p> <p>Apex</p> <p>Positive Prison – Positive Futures</p> <p>Angus Victims Support</p> <p>Voluntary Sector Angus</p> <p>Development Trusts</p> <p><b>The Private Sector</b></p> <p>Local Business</p> <p>Social Enterprises</p> <p>Dundee and Angus Chamber of Commerce</p> <p>Federation of small Business</p> <p>Business Clubs?</p>	<p>– evidence based interventions</p> <ul style="list-style-type: none"> <li>• Access to services for those who have committed offences and their families</li> <li>• Opportunities for partnership working</li> <li>• Angus Community Justice Profile</li> </ul> <ul style="list-style-type: none"> <li>• What is Community Justice?</li> <li>• The new model for Community Justice</li> <li>• Angus Community Justice Outcomes Improvement Plan</li> <li>• Employer Engagement Strategy</li> <li>• Opportunities for supporting those who have committed offences into education work and skills training</li> <li>• Pathways for offenders into Education skills training and work</li> <li>• The barriers preventing those with</li> </ul>	<ul style="list-style-type: none"> <li>• Briefings / Newsletters</li> <li>• Websites</li> </ul> <ul style="list-style-type: none"> <li>• Employer Engagement Events e.g. Business Breakfasts</li> <li>• Private sector briefings</li> <li>• Dundee and Angus chamber of Commerce</li> <li>• Dundee and Angus branch of the Federation of Small Business</li> <li>• Consultations / Surveys</li> </ul>











