

Agenda Item	12.
Report No	CPPB/14/24



Highland
Community
Planning
Partnership

Com-pàirteachas
Dealbhadh
Coimhearsnachd

na Gàidhealtachd

Highland Community Planning Partnership Board – 5th June 2024

Communications Strategy

Report by: Gail Prince, Partnership Development Manager

Summary

The draft Communications Strategy developed for the Highland Community Planning Partnership (HCPP) applies a framework to the structure of communications across the Partnership both internally and externally. The aim of the Strategy is to create a consistent basis for how the Highland Community Planning Partnership communicates and engages across Highland.

The CPP Board is asked to:

- i) Consider and comment on the draft Communications Strategy at appendix 1, noting a final version will come forward to the September Board meeting.

1. Background

- 1.1 The CCP has identified the need for a formal Communications Strategy to support the work of the Partnership. The need for one has been highlighted since the establishment of the Partnership Development Team and the undertaking of the HOIP Review, as the profile of the CPP rises and the achievements of the CPP become more evident.
- 1.2 The Strategy aims to outline the principles applied to communications planning and delivery, providing a consistent and comprehensive approach to the delivery of key messages, and ensures communication is effective and concise.
- 1.3 The draft Strategy has been shared with Corporate Communications teams across the Partnership for review, including Highland Council, High Life Highland and NHS Highland communications teams.

2. The Strategy

- 2.1 The Communications Strategy outlines the CPP's overall approach to communications as the Partnership progresses delivery against the Vision and Outcomes set out in the HOIP. This has become particularly important with the review and rest of the HOIP and development of a Delivery Plan for the Partnership. Effective communication and engagement is central to the work of the CPP and its partners.

- 2.2 The aim of the draft strategy is to:
- Provide a consistent and comprehensive approach to the delivery of key messages, and ensures communication regarding the purpose, outcomes and work of the Partnership is effective and concise.
- 2.3 The objectives of the draft Communications Strategy are to ensure consistent and clear messaging in order to:
- Increase awareness and understanding of what Community Planning is and why it is important
 - Ensure understanding of the vision and key priorities of the Highland Outcome Improvement Plan
 - Promote awareness of how public sector partners are working along with communities to deliver improved outcomes for communities
 - Promote understanding of the decisions and successes of the work of the Partnership
- 2.4 A number of important areas are covered within the Strategy, including:
- Strategic Stakeholders
 - Audience
 - Channels of Communication
 - Implementation and Review
- 2.5 Two Channels of Communication are described in further detail for the Board as the core communication Channels being utilised.

HCPP Website

The rebranded Highland Community Planning Partnership website launched in August 2024, and is managed by the Partnership Development Team. It is a crucial channel in raising the awareness of the partnership and ensuring the work of the partnership is understood. The main aims of the website are to:

- Raise awareness of the Highland Community Planning Partnership, Community Partnerships and the various delivery mechanisms, partners and programmes of community planning within the Partnership structure
- Create a central source of information for community planning across Highland
- Give the Highland Community Planning Partnership an online presence open to the public
- Signpost viewers to additional sources of information regarding community planning

The website content continues to be developed, the analytics information analysed on a regular basis and is kept up to date with relevant information.

Community Briefing

Established during 2020 by Highland Council as a source of information focussing on the Covid-19 pandemic the Community Resilience Briefing shares information on topics such as funding support, welfare advice, and resilience opportunities. A well-established communications tool engaging with community groups and individuals across Highland the briefing is recognised as an informative and useful tool.

Rather than establish a second newsletter type communications method the Partnership Development Team have been working in partnership with the coordinator of the Briefing to review and widen the audience, content and formatting. The Briefing is a fortnightly communications circulation aimed at raising awareness of topics such as Community Training and Events, Funding, and Mental Health and Welfare sources of information.

3. Next Steps

The Board are asked to consider and comment on the draft strategy that can be found at appendix 1. Following the Board meeting, and consideration of the final new Highland Outcome Improvement Plan, it is proposed to update the strategy with comments received from the Board and also in light of the revised HOIP. A final strategy will be presented for consideration at the September Board meeting.

Recommendation

The CPP Board is asked to:

- i) Consider and comment on the draft Communications Strategy at appendix 1, noting a final version will come forward to the September Board meeting.

Author: Gail Prince, Partnership Development Manager

Date: 26th May 2024

Appendices: Highland Communications Strategy



Communications Strategy

2024 – 2027

Introduction

The Communications Strategy developed for the Highland Community Planning Partnership (HCPP) applies a framework to the structure of communications across the Partnership both internally and externally. The aim of the Strategy is to create a consistent basis for how the Highland Community Planning Partnership communicates and engages with communities across Highland.

Community Planning

Community Planning is a process which helps public authorities to work together and with the community to plan and deliver better services which make a real difference to people's lives. Tackling inequalities and prevention is a specific focus.

The Community Planning structure in Highland is based on the statutory requirements as outlined in the Community Empowerment (Scotland) Act 2015¹ and consists of:

- **Highland Community Planning Partnership (HCPP):** The Act lists all the public authorities which take part in community planning and places duties on them. These authorities form a Community Planning Partnership (CPP) for each local authority area. Current members of the HCPP Board include:

The Highland Council	Police Scotland	Highlands and Island Enterprise
High Life Highland	Skills Development Scotland	Highland Third Sector Interface
NHS Highland	Scottish Fire and Rescue Service	University of the Highlands and Islands

- **Highland Outcome Improvement Plan (HOIP) 2017 – 2027:** The Act requires each CPP to prepare and publish a Local Outcome Improvement Plan which sets out the local outcomes which the CPP will prioritise for improvement. A copy of the Highland LOIP which in Highland is commonly known as the HOIP is available to download here: www.highlandcpp.org.uk
- **Locality Plans:** The Act requires CPPs to identify smaller areas within the local authority area which experience the poorest outcomes, and prepare and publish 'locality plans' to improve outcomes on agreed priorities for these communities. For Highland existing Locality Plans will continue with the framework will be updated to be area wide Community Partnership Plans.

In addition to these statutory requirements Community Planning in Highland has adopted additional delivery mechanisms which are outlined below. These reflect both strategic and local delivery mechanisms. It is therefore important that communication of key partnership messages are considered within both a strategic and local context.

¹ Further information on the Community Empowerment (Scotland) Act 2015 can be found here: [What difference does the 2015 Act make to community planning? - Community Empowerment \(Scotland\) Act 2015, part 2 Community Planning: guidance - gov.scot \(www.gov.scot\)](http://www.gov.scot/publications/what-difference-does-the-2015-act-make-to-community-planning/part-2-community-planning-guidance/pages/1-introduction.aspx)



- **HOIP Delivery Groups:** At a strategic level there are five thematic Delivery Groups have been established to deliver against the core outcomes identified within the HOIP.

Poverty Reduction Highland Council	Community Participation & Dialogue Highland Council	Community Safety & Resilience Police Scotland Scottish Fire & Rescue
Infrastructure Highlands & Islands Enterprise	Mental Health & Wellbeing NHS Highland	

- In addition, there are also a number of other strategic partnerships which operate to delivery core areas of business

Integrated Children's Services Board	Public Protection Chief Officer's Group – covering child protection, adult protection, violence against women, MAPPA	Community Justice Partnership
Highland Alcohol and Drugs Partnership	Community Learning & Development	Highland Health & Social Care Partnership

- **Community Partnerships:** Due to the large geographical area covered by Highland the area has been split into nine Community Partnerships.

Badenoch & Strathspey NHS Highland	Caithness Highlands & Islands Enterprise	Easter Ross Scottish Fire & Rescue Service
Inverness Highland Council	Lochaber Scottish Fire and Rescue Service	Mid Ross NHS Highland
Nairn & Nairnshire Police Scotland	Skye, Lochalsh & Wester Ross Highlands & Islands Enterprise	Sutherland Police Scotland

Further information on the Highland Community Planning Partnership structure can be found here: [Home Page | Highland Community Planning Partnership \(highlandcpp.org.uk\)](http://highlandcpp.org.uk)

Aims and Objectives

The Communications Strategy outlines the HCPP's overall approach to communications as the Partnership progresses delivery against the Vision and Outcomes set out in the HOIP. Effective communication is central to the work of the HCPP and its partners.

The aim of the Strategy is to:

- Provide a consistent and comprehensive approach to the delivery of key messages, and ensures communication regarding the purpose, outcomes and work of the Partnership is effective and concise.

The objectives of the Communications Strategy are to ensure consistent and clear messaging in order to:

- Increase awareness and understanding of what Community Planning is and why it is important
- Ensure understanding of the vision and key priorities of the Highland Outcome Improvement Plan
- Promote awareness of how public sector partners are working along with communities to deliver improved outcomes for communities
- Promote understanding of the decisions and successes of the work of the Partnership



Strategic Stakeholders

The Strategic Stakeholders identified within this Strategy are the partners, partnerships, agencies, and organisations directly involved in the delivery of the HCPP vision and core outcomes in the HOIP.

The Highland Council	Health and Social Partnership	NHS Highland
Highland Alcohol and Drugs Partnership	Police Scotland	Highland Public Protection Chief Officer Group
Scottish Fire and Rescue Service	Highlands and Islands Enterprise	Highland Third Sector Interface
Highland Community Justice Partnership	University of the Highlands and Islands	Skills Development Scotland
HighLife Highland	Highland Community Planning Partnership Board members	Scottish Government
Community Partnerships	Highland Violence Against Women Partnership	Highland Integrated Children's Service Planning Board
Highland Adult Support and Protection Committee	Highland Child Protection Committee	Highlands and Islands Multi-Agency Public Protection Arrangements
Highland Whole Family Wellbeing Programme	Highland Armed Forces Covenant	Highland Employability Partnership
Highland Community Food Growing	Highland Community Learning and Development	HOIP Delivery Groups

Audience

The Audience identified within this Strategy includes the communities, groups, agencies, partners, partnerships, organisations and individuals who will receive communication and engagement activity from the HCPP.

Community groups and organisations	Community Councils	Community members
Elected Members	Public sector partner staff	Highland Community Justice Partnership
Health and Social Partnership	Highland Alcohol and Drugs Partnership	HOIP Delivery Groups members
Highland Public Protection Chief Officer Group	Scottish Government	Community Partnership Partners
Highland Third Sector Interface partners	Highland and Local Employability Partnerships	Highland Armed Forces Covenant team
Highland Chambers of Commerce	HOIP Delivery Groups members	Highland Business Improvement Districts
Media outlets and organisations	Highland Development Trusts	Highland Housing Associations

Channels of Communication

To achieve the Aims and Objectives of this Communications Strategy a mixture of Channels will be utilised. Further information on the stated items is available below.

HCPP Website www.highlandcpp.org.uk	Strategic Stakeholders Websites	Community Partnerships and Strategic Stakeholders Social Media
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Strategic Stakeholders internal communications	Stakeholder and HCPP engagement sessions	Press Releases: Local Media Outlets – print and broadcast
HCPP, Community Partnerships and Strategic Stakeholders Board/Committee Meetings	Strategic Stakeholders Newsletters including the Community Briefing	Online Consultations / Surveys / Questionnaires
Partnership SharePoint	HCPP Board Meetings and associated papers	HCPP, Community Partnerships and Strategic Stakeholders Networks

Several of the communication channels that will be utilised by HCPP will rely on support from Strategic Stakeholders, including Highland Council, NHS Highland and others in order to utilise:

- existing media and press release approaches
- identification of promotional opportunities
- dissemination routes for HCPP communications to audiences including those listed above, who are hard to reach and require tailored identification

HCPP will work with Corporate Communications teams from across the Partnership to consult on or directly engage for support with communications with regards HCPP work.

Communication materials created by HCPP are to be made available in alternative formats – including print and language (for example Gaelic). Corporate Communications will be contacted for support with providing alternative formats when required.

Corporate Communications

Organisation
Highland Council
High Life Highland
NHS Highland
Police Scotland
Scottish Fire and Rescue Service
Highlands and Island Enterprise
University of the Highlands and Islands
Skills Development Scotland
Highland Third Sector Interface
NatureScot

Implementation/Review

The responsibility of the Communications Strategy will lie with the HCPP Board. The Strategy will be reviewed at regular intervals by the HCPP Board.

The Partnership Development Team will lead on Communication messaging on a day to day basis. This will include the HCPP delivery of and involvement in a number of Channels identified previously. Monitoring on delivery will be reported to the HCPP Board by the Partnership Development Team.

This Strategy is designed to be flexible, where it can be adapted to take advantage of communication opportunities as they present themselves, such as good news, successes achieved, launch of new plans or strategies, lessons learnt, ideas developed that that might be of interest to the Strategic Stakeholders and/or Audience.



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The Chair of the Board should be the lead for spokesperson for the Partnership on agreed Partnership decisions and outcomes however, if the Chair is unavailable, any Chief Officer from the core partners can act as spokesperson.

Communications to help meet the Aims and Objectives of the Strategy and the HCPP overall will be planned, structured, consistent, easy to understand and proactive. HCPP Board members will be encouraged to contribute information on a regular basis. With Strategic Stakeholders invited to contribute information at appropriate times.

In addition to planned communications, the HCPP will need to be prepared to react quickly and effectively to enquiries from the Press and Media, these will be received primarily through Corporate Communication Leads. Enquiries relating to the strategic operation of the HCPP should be handled by Highland Council's Corporate Communications team in the first instance, with responsibility for the HCPP communications and engagements, under the guidance and subject to the approval of the Chair and Board of the HCPP.

Enquiries relating to operational matters of individual partners are to be handled by the Corporate Communications teams within the relevant partners.

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