



**South Lanarkshire
Community Planning Partnership**

**Communications Plan
2021**

Background

Community Empowerment (Scotland) Act

- The statutory framework for Community Planning across Scotland is set out in the [Community Empowerment \(Scotland\) Act 2015](#).
- The Bill was passed by the Scottish Parliament on 17 June 2015 and received Royal Assent, becoming an Act, on 24 July 2015.
- Under the 2015 Act, community planning is about how public organisations work together and with the local community to plan for, resource and provide or secure the provision of services which improve local outcomes in a local authority area, with a view to reducing inequalities.

South Lanarkshire Community Engagement and Participation Strategy 2020-2025

- Our strategy showing the commitment the partnership are making to involving communities within South Lanarkshire in decision making processes.
- Our aim is to work with communities to deliver better services targeted at reducing poverty and tackling inequalities and deprivation across South Lanarkshire
- We need you to get involved with us to make sure that we are able to deliver the correct services, that we are making improvements, and that we are supporting you to achieve your own priorities within your communities. The way which we do this should be open, transparent and easy for you to get involved with. This strategy sets out our commitment to working alongside you in South Lanarkshire.

Community Planning

Is a way of working together which helps public organisations involve the community to help plan and deliver better services which make a real difference to people's lives.

The aims of community planning in Scotland are:

- Making sure people and communities are genuinely engaged in the decisions made on public services which affect them; allied to
- A commitment from organisations to work together, not apart, in providing better public services.

South Lanarkshire Community Planning Partnership

Is a range of different public and other local organisations who deliver public services in South Lanarkshire. They have a legal obligation that requires them to involve community organisations at all stages of community planning and there is a specific focus on reducing inequalities.

The current members of the [South Lanarkshire Partnership Board](#) include:-

- NHS Lanarkshire
- Police Scotland
- Scottish Enterprise
- Scottish Fire and Rescue Service
- Scottish Government
- Skills Development Scotland

- South Lanarkshire Council
- South Lanarkshire Leisure and Culture
- Strathclyde Partnership for Transport
- University of the West of Scotland
- Voluntary Action South Lanarkshire

In addition, we engage with a range of other organisations from the public, private, independent, community and voluntary sector.

More information about the [South Lanarkshire Community Planning Partnership](#) can be found on the website.

Overarching Aim

Tackling Poverty, Deprivation and Inequalities

Priority Themes

- Inclusive Growth
- Financial Inclusion
- Supporting Parental Employment and Childcare
- Improving Housing
- Education, Skills and Development
- Health Inequalities
- Safeguarding from Risk or Harm
- Improving the local environment and communities

Objectives

In our communications, everything begins and ends with the objectives: who the objectives relate to, how we communicate them, how successfully they are communicated and how the level of success can inform future communication of them.

All communication activities will therefore be tied to measurably supporting the attainment of the following strategic objectives and outcomes relating to the South Lanarkshire Community Planning Partnership:

Increase awareness and understanding of

- what community planning is and why it is important
- the work of community planning partners
- work to mitigate the effects of the Coronavirus (COVID-19) pandemic
- decisions made by the partnership board
- opportunities for community involvement in the planning of public services
- peoples' lived experiences of poverty during the Coronavirus (COVID-19) pandemic
- opportunities for local residents and organisations to identify their priorities and needs
- opportunities for local residents and organisations to develop community action plans

- opportunities for community involvement in developing activities to help reduce inequalities

Audiences

Each objective is tied to an appropriate audience to ensure that the right people hear the key information; the information is delivered using the most effective method to reach the intended audience and in the most appropriate terms; and the time spent by partnership employees in undertaking the work is used most effectively. Audiences will be both external and internal to ensure that the objectives are addressed. The primary audience will be local residents.

Communication Objectives

We will raise awareness of the objectives above with the following groups:

- Local Residents
- Community groups and voluntary organisations
- Community Planning Partners
- Staff of public organisations
- Businesses
- Councillors
- Leaders of public organisations

This list is not exhaustive, and we will work with our community partners which will include community groups, voluntary organisations and community planning partners to identify others who will help us achieve our objectives.

Methods

To achieve our objectives, we will utilise the following range of methods to reach our intended audiences:

- Word of mouth
- Face to face
- Leaflets and Posters
- Newsletters
- Community Noticeboards
- Email
- Social Media
- Websites
- Local and National Radio
- Local and National Press

We will work with our community partners to identify other methods which will help us achieve our objectives.

Approach

Much of the approach will be based on the following factors:

- The number and value of examples of information that people can relate to
- The need to distribute accurate information quickly, to everyone using a range of methods
- The commitment to accessible, open, transparent and accountable ways of working.

There will also be a capability to deal on an ad hoc basis with crisis/urgent/unforeseen situations.

The Communications Plan will also be flexible and is intended to be adapted in order to take advantage of communication/publicity opportunities as they present themselves, such as good news, successes achieved, lessons learnt, ideas developed that that might be of interest to local and national press. As well as feedback and two-way communication with people who benefit from the services provided.

Implementation

Delivery of the Communications Plan will be coordinated by Community Planning Partnership's Communications Group with support from South Lanarkshire Council.

Communications Group

To help monitor and evaluate the effectiveness of actions and objectives from the Communications Plan will be reported back to the Community Planning Partnership Board. Approval will also be sought from the Communications Group for any changes to existing actions or additions of new actions.

Proactive and reactive communications

Communications to help meet the objectives of the group will be planned, structured, consistent, easy to understand and proactive. Community Planning partners will be encouraged to contribute information on a regular basis. Some actions are laid out in the table below.

In addition to planned communications, we will be prepared to react quickly and effectively to enquiries from the Press and Media. Enquiries relating to the strategic operation of the Community Planning Partnership should be handled by South Lanarkshire Council's PR office with responsibility for the Partnership communications, under the guidance and subject to the approval of the Chair of the South Lanarkshire Community Planning Partnership.

Enquiries relating to operational matters of individual partners should be handled by the press and media relations service of the relevant partner(s).

Evaluation

We will also review, monitor and evaluate what has worked well and what can be improved. To help with this there will be a plan that will set out how actions will be delivered.

Actions

In order to help achieve our objectives have provided information about what action we will take.

| What is it we want to do? | Who is the audience? | How will we achieve it and when? | Who will help us achieve it? | How will we know it has been a success? (So What?) |
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| Increase awareness and understanding of what community planning is and why it is important. | Local Residents Community groups and voluntary organisations Community Planning Partners Staff of public organisations Businesses Councillors Leaders of public organisations | Develop an article for Community Planning Partnership's website that can be shared on at least 6 community planning partners' website/ social media every 3 months Send article to community groups and voluntary organisations and ask them to share it on their social media | Community Planning Partners Community groups and voluntary organisations | Community Planning will be referenced in articles and information and at events. Local residents, community groups and voluntary organisations will respond to information available on social media. Local residents, community groups and voluntary organisations will contact the Community Planning Partnership to ask how they can get involved. |
| Increase awareness and understanding of the work of community planning partners. | Local Residents Community groups and voluntary organisations Community Planning Partners Staff of public organisations | At least one good news article from each partner every 3 months At least one service update/ information/ key facts from each partner every 3 months | Community Planning Partners Community groups and voluntary organisations Local media outlets (press, radio, social media accounts) | The work of Community Planning Partners will be referenced in articles and information and at events. Local residents, community groups and voluntary organisations will respond to |

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| | <p>Businesses</p> <p>Councillors</p> <p>Leaders of public organisations</p> | <p>At least one case studies from each partner</p> | <p>Support and practical involvement from stakeholders and elected members</p> | <p>information available on social media.</p> <p>Local residents, community groups and voluntary organisations will contact the Community Planning Partnership to ask how they can get involved.</p> |
| <p>Increase awareness and understanding of work to mitigate the effects of the Coronavirus (COVID-19) pandemic</p> | <p>Local Residents</p> <p>Community groups and voluntary organisations</p> <p>Community Planning Partners</p> <p>Staff of public organisations</p> <p>Businesses</p> <p>Councillors</p> <p>Leaders of public organisations</p> | <p>At least one good news article from each partner every 3 months</p> <p>At least one service update/ information/ key facts from each partner every 3 months</p> <p>At least one case studies from each partner</p> <p>Case studies from Community groups and voluntary organisations</p> <p>Sharing and promoting Government guidance and public health information</p> | <p>All stakeholders to have a responsibility to review their activities.</p> <p>Community Planning Partners</p> <p>Community groups and voluntary organisations</p> | <p>Coronavirus (COVID-19) pandemic projects and activities will be referenced in local press.</p> <p>Local residents, community groups and voluntary organisations will respond to information about Coronavirus (COVID-19) pandemic projects and activities available on social media.</p> <p>Local residents, community groups and voluntary organisations will contact the Community Planning Partnership to ask how they can get involved in Coronavirus (COVID-19) pandemic projects and activities.</p> |
| <p>Increase awareness and understanding of decisions</p> | <p>Local Residents</p> | <p>Signposting to information about board papers, public meetings.</p> | <p>Community Planning Partnership Board</p> | <p>Community Planning Partnership Board will be</p> |

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| made by the partnership board | <p>Community groups and voluntary organisations</p> <p>Community Planning Partners</p> <p>Staff of public organisations</p> <p>Businesses</p> <p>Councillors</p> <p>Leaders of public organisations</p> | Press releases about public meetings and new structures and changes; and how local residents can get involved. | <p>Community Participation and Engagement Team</p> <p>Communications Group</p> | <p>referenced in articles and information and at events.</p> <p>Local residents, community groups and voluntary organisations will respond to information available on social media.</p> <p>Local residents, community groups and voluntary organisations will contact the Community Planning Partnership to ask how they can get involved.</p> |
| Increase awareness and understanding of opportunities for community involvement in the planning of public services through Neighbourhood, Locality and Place Planning. | <p>Local Residents</p> <p>Community groups and voluntary organisations</p> <p>Community Planning Partners</p> <p>Staff of public organisations</p> <p>Businesses</p> <p>Councillors</p> <p>Leaders of public organisations</p> | <p>Press release and articles about Neighbourhood, Locality and Place Planning</p> <p>Press release and articles about the Community Plan and other relevant plans</p> <p>Press release and articles about Community Empowerment including Community Asset Transfer</p> <p>Press release and articles about the Community Engagement and Participation Strategy</p> | <p>Local Residents</p> <p>Community groups and voluntary organisations</p> <p>Community Planning Partners</p> <p>Community Engagement and Participation Team</p> <p>Communications Teams</p> | <p>Local residents, community groups and voluntary organisations will respond to Neighbourhood, Locality and Place Planning information available on social media.</p> <p>Local residents, community groups and voluntary organisations will contact the Community Planning Partnership to ask how they can get involved in Neighbourhood, Locality and Place Planning</p> |
| Increase awareness and understanding of peoples' lived experiences of poverty, inequalities or deprivation | <p>Local Residents</p> <p>Community groups and voluntary organisations</p> | Press release and articles about peoples' lived experiences of poverty, inequalities or deprivation | <p>Local Residents</p> <p>Community groups and voluntary organisations</p> | Projects and activities about peoples' lived experiences of poverty, inequalities or deprivation during the |

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| <p>during the Coronavirus (COVID-19) pandemic</p> | <p>Community Planning Partners Staff of public organisations Businesses Councillors Leaders of public organisations</p> | <p>during the Coronavirus (COVID-19) pandemic</p> <p>Press release and articles about Community Empowerment</p> <p>Case studies from Community groups and voluntary organisations</p> | <p>Community Planning Partners Community Engagement and Participation Team Communications Teams</p> | <p>Coronavirus (COVID-19) pandemic will be referenced in articles and information and at events.</p> <p>Local residents, community groups and voluntary organisations will respond to information about peoples' lived experiences of poverty, inequalities or deprivation during the Coronavirus (COVID-19) pandemic available on social media.</p> <p>Local residents, community groups and voluntary organisations will contact the Community Planning to ask how they can get involved in improving peoples' lived experiences of poverty, inequalities or deprivation during or after the Coronavirus (COVID-19) pandemic.</p> |
| <p>Increase awareness and understanding of opportunities for local residents, community groups and voluntary organisations to identify their priorities</p> | <p>Local Residents Community groups and voluntary organisations Community Planning Partners Staff of public organisations Businesses</p> | <p>Press release and articles about Neighbourhood Planning and Locality Planning</p> <p>Press release and articles about Community Empowerment</p> | <p>Local Residents Community groups and voluntary organisations Community Planning Partners Community Engagement and Participation Team</p> | <p>Local residents, community groups and voluntary organisations will respond to information about opportunities to get involved in identifying their priorities</p> <p>Local residents, community groups and voluntary organisations will contact the</p> |

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| | Councillors Leaders of public organisations | Case studies from Community groups and voluntary organisations | Communications Teams | Community Planning Partnership to ask how they can get involved identifying their priorities. Local residents, community groups and voluntary organisations will get involved in Coronavirus (COVID-19) pandemic projects and activities. |
| Increase awareness and understanding of opportunities for local residents and organisations to develop community action plans | Local Residents Community groups and voluntary organisations Community Planning Partners Staff of public organisations Businesses Councillors Leaders of public organisations | Press release and articles about Neighbourhood Planning and Locality Planning Press release and articles about Community Empowerment Case studies from Community groups and voluntary organisations Sharing and promoting information about poverty and inequalities | Local Residents Community groups and voluntary organisations Community Planning Partners Community Engagement and Participation Team Communications Teams | |
| Increase awareness and understanding of opportunities for community involvement in developing activities to help reduce inequalities | Local Residents Community groups and voluntary organisations Community Planning Partners Staff of public organisations | Press release and articles about Neighbourhood Planning and Locality Planning Press release and articles about Community Empowerment | Local Residents Community groups and voluntary organisations Community Planning Partners | |

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| | Businesses Councillors Leaders of public organisations | Case studies from Community groups and voluntary organisations | Community Engagement and Participation Team Communications Teams | |
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If you would like this information in another language or format: Please contact us to discuss how we can best meet your needs. Phone 0303 123 1015.
Email equalities@southlanarkshire.gov.uk

Further information:

Brian McQuillan - Community Development Officer (Community Planning)

Community Engagement Team

South Lanarkshire Council

Phone: 0303 123 1017/ 07384 918727

Email: Brian.McQuillan@southlanarkshire.gov.uk