



Appendix 3

Communications Operating Protocol

2018

Rev dates:

Aberdeenshire CPP

Community Planning is about joining up the efforts and resources of the public, business, voluntary and community organisations to better plan, resource and deliver quality services that meet the needs of local people.

Aberdeenshire Community Planning Partnership will work towards delivering the priorities in the Local Outcomes Improvement Plan. The Partnership and its outputs are all statutory under the Community Empowerment Act (Scotland) 2015.

The priorities are:

- Changing Aberdeenshire's Relationship with Alcohol
- Reducing Child Poverty in Aberdeenshire
- Connected and Cohesive Communities

Objectives for Communications Working Group

Develop content which would allow every partner agency to properly articulate the CPP and all the interdependencies.

Provide content for all partners to share within their organisations, to promote awareness of the CPP internally.

To provide an opportunity to cross-populate other partners channels.

Identify and communicate any tangible actions from the three priority workstreams.

Develop and modernise digital channels.

Representation and membership

The Working Group will be chaired on a rotating annual basis, in line with the financial year, by a Communications lead or chosen colleague from one of the partner organisations.

Core partners:

- Aberdeenshire Council (current chair 2018/19)
- Police Scotland
- Scottish Fire and Rescue Service
- Scottish Enterprise
- NHS Grampian
- AVA

Each partner is expected to attend each meeting of the Communications Working Group or nominate a deputy. It is incumbent on each to cascade messages or actions within their own organisation.

The Working Group reserves the right to invite other groups or individuals who have an interest to attend ad hoc meetings.

Roles and responsibilities

The chair will oversee the quarterly meeting of the Communications Working Group and provide actions notes accordingly. The meeting cycle will be in line with both the Executive and Board.

Each partner will be expected to pick up actions at the meeting, which will be summarised at the end of each meeting and re-visited at the start of the next meeting.

Each partner will be responsible for cascading messages when approved.

Approvals

Communications content will be approved by members of the Communications Working Group then signed off for release by the chair of the Board or their deputy.

Any communications issued will be emailed to all Board and Executive members for their information. It will then be the responsibility of partner organisations to ensure correct internal circulation.

Updates

Future changes to this protocol, in the event of fundamental changes to the structure or objectives of the CPP, will be reported back through the Executive for approval.