

## APPENDIX 2 – ANNUAL REPORT 2017/18 COMMUNICATIONS PLAN

Method	Timescale	Target Audience				Medium for delivery	Who is responsible
		Public	Staff	Leadership	External		
<b>September</b>							
Community Planning Event	11 September 18		✓	✓		Full day Community Planning Event	<ul style="list-style-type: none"> <li>Frank McGhee, Director of Commissioning</li> <li>Michelle Cochlan, Community Planning Manager</li> <li>Elsie Manners, Community Planning Development Officer</li> </ul>
Annual Report to Council Strategic Commissioning Committee	13 September 18			✓		SCC Meeting	<ul style="list-style-type: none"> <li>Frank McGhee, Director of Commissioning</li> <li>Michelle Cochlan, Community Planning Manager</li> <li>Guy Bergman, Performance and Improvement Officer</li> </ul>
<b>December</b>							
Annual Report to CPA Board	3 December 18			✓		CPA Board Meeting	<ul style="list-style-type: none"> <li>Frank McGhee, Director of Commissioning</li> <li>Michelle Cochlan, Community Planning Manager</li> <li>Guy Bergman, Performance and Improvement Officer</li> </ul>
Press release	December 18	✓	✓	✓	✓	CPA Website Partner Website Local Press Social Media Electronic circulation Blogs	<ul style="list-style-type: none"> <li>Paul Smith, Corporate Communications Manager</li> <li>Elsie Manners, Community Planning Development Officer</li> <li>Partner's comms teams</li> </ul>
Publication of Full Annual Report	December 18	✓	✓	✓	✓	CPA Website Partner Website Social Media Electronic circulation	<ul style="list-style-type: none"> <li>Elsie Manners, Community Planning Development Officer</li> <li>All Partner's communications teams</li> </ul>

Method	Timescale	Target Audience				Medium for delivery	Who is responsible
		Public	Staff	Leadership	External		
Full Annual Report to Partner Governance Groups Public Summary	December 18			✓		Partner Meetings	<ul style="list-style-type: none"> <li>All Partners</li> </ul>
	December 18	✓	✓	✓	✓	CPA Website Partner Website Electronic circulation Community Engagement Events Social Media Electronic circulation Video	<ul style="list-style-type: none"> <li>Guy Bergman, Performance and Improvement Officer</li> <li>Elsie Manners, Community Planning Development Officer</li> <li>Community Engagement Group</li> <li>Locality Partnerships</li> <li>All Partner's communications teams</li> </ul>
Newsletter article	December 18	✓	✓			Community Newsletters Social Media Electronic circulation Communities Team Newsletter	<ul style="list-style-type: none"> <li>Elsie Manners, Community Planning Development Officer</li> <li>Community Engagement Group</li> <li>Locality Partnerships</li> <li>All Partner's communications teams</li> </ul>
Letter to, Scottish Government, Audit Scotland, Improvement Service	December 18				✓	Letter Electronic circulation	<ul style="list-style-type: none"> <li>Frank McGhee, Director of Commissioning</li> <li>All Partners</li> </ul>
<b>Ongoing</b>							
Staff and Member briefings	Ongoing	✓	✓	✓			<ul style="list-style-type: none"> <li>Frank McGhee, Director of Commissioning</li> <li>All Partners</li> </ul>