

APPENDIX 2 – POPULATION NEEDS ASSESSMENT 2018 COMMUNICATIONS PLAN

Method	Timescale	Target Audience				Medium for delivery	Who is responsible
		Public	Staff	Leadership	External		
September							
Community Planning Event	11 September 18		✓	✓		Full day Community Planning Event	<ul style="list-style-type: none"> • Frank McGhee, Director of Commissioning • Michelle Cochlan, Community Planning Manager • Elsie Manners, Community Planning Development Officer
Population Needs Assessment to Strategic Commissioning Committee	20 November 18			✓		SCC Meeting	<ul style="list-style-type: none"> • Angela Scott, Chair of CPA Management Group • Michelle Cochlan, Community Planning Manager • Anne McAteer, Research Officer
December							
Population Needs Assessment to CPA Board	3 December 18			✓		CPA Board Meeting	<ul style="list-style-type: none"> • Frank McGhee, Director of Commissioning • Michelle Cochlan, Community Planning Manager • Anne McAteer, Research Officer • Chamber of Commerce/ Federation of small businesses, invest Aberdeen social media

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		Public	Staff	Leadership	External		
Cascade of Population Needs Assessment to Community Planning Partners/ Business and Private Sector (forms part of joint communications on refreshed LOIP)	December 18	✓	✓	✓	✓	<ul style="list-style-type: none"> • The zone • CPA Website • Online data observatory • Community Engagement • Engagement with Outcome Improvement Groups • Engagement with Chamber of Commerce/ Federation of small businesses, Invest Aberdeen City • Social media 	<ul style="list-style-type: none"> • Elsie Manners, Community Development Officer • Reyna Stewart, Business Intelligence Unit • Anne McAteer, Research Officer • Paul Smith, Communication and Marketing Manager • Matt Lockley, Chair of Aberdeen Prosperers and link to business and private sector • Jonathan Smith, Chair of Civic Forum, Community Council Forum • All Chairs of CPA Outcome Improvement Groups • All Chairs of Locality Partnerships • All Partners
Ongoing							
Staff and Member briefings	Ongoing	✓	✓	✓			<ul style="list-style-type: none"> • Frank McGhee, Director of Commissioning • All Partners