

APPENDIX 2 Community Empowerment Strategy Communications Plan

Purpose of the communications plan: Launch of Community Planning Aberdeen's Community Empowerment Strategy with Staff and Communities			
What is happening and when:			
Month	What we want to communicate	How	When
December 22			
Publication of Community Empowerment Strategy on Community Planning Aberdeen and partner websites.	Our renewed commitment to community empowerment and ambition for all communities to be equal community planning partners.	Social media, email cascade, promotion amongst community networks.	1 December 22, following approval by the CPA Board.
Press pack/ information pack including summarised information to support community cascade.	Community Planning Aberdeen exists to improve outcomes for people across the city and the opportunity for all communities to get involved.	Share with local media contacts and community networks.	December 22.
Recruitment to the Community Empowerment Network and Improvement Project Teams.	All community groups and active citizens welcome to work with us to take the strategy forward and test change ideas.	Recruitment Campaign on social media, local media, email cascade.	Ongoing - Already started as part of the consultation on the strategy.
January 23			
CPA Simulator to promote widespread understanding of the purpose of the strategy and opportunity to get involved.	Promote benefits of communities coming together to influence and action improvements in their local area and encourage people across the city to get involved.	Social media, email cascade, promotion amongst community networks.	January to February 23
Community Empowerment Network Road Show.	Dynamic approach to engaging with existing community groups to support social connections and networks.	Reaching out to community groups to arrange visits/ host a network event in person or online.	Ongoing during January to March 23.
Community Empowerment Edition of City Voice	Importance of finding out more about how empowered citizens currently feel to help understand whether the changes we are making are resulting in improvement.	City Voice Panellists Children & Young People Focus Groups	January 23.

Month	What we want to communicate	How	When
Development of Tools and Resources Webpage including collaboration area.	Communities should feel empowered to lead improvement projects in their communities. These are some tools to help them get started and know where to go for help.	CPA Website, social media. Other community platforms will be explored.	End of January 23 for prototype. CPA website moving over from word press to Council website.
February 23			
Community Empowerment Improvement Programme	Project managers for each of the key improvement projects and timescales for production of improvement project charters.	CPA Website/ Links on partner websites	CPA Management Group January 2023/ CPA Board February 2023.
Multi-agency and community project teams identified to develop improvement project charters.	Community members invited to join multi-agency improvement teams to test a new way of working together to achieve improvements.	Targeted at community groups and community members responding to recruitment campaign.	February 2023.
Improvement training for staff and communities.	Plan, Do, Study, Act (PDSA) provides an easy-to-use framework for testing changes in the community. The training aims to increase the confidence of community members and staff new to improvement methodology to participate in community improvement projects.	Targeted at community groups and community members responding to recruitment campaign.	February 2023.
March 23			
Aberdeen Communities Conference open to all community groups and citizens of Aberdeen.	All communities are welcome to CPA's first community conference. The event will provide an update on progress made so far, enable sharing of ideas for improvement, showcase community projects and feature keynote speakers from across the city and nation.	Social media, email cascade, promotion amongst community networks.	March 2023.