



**Report by the Community Planning Manager: Shared Service Manager – West Dunbartonshire Council and Argyll & Bute Council**

**Community Planning West Dunbartonshire: 18 November 2021**

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**Subject: Roadshows and Communications Plan**

**1. Purpose**

- 1.1 To inform CPWD members of outcomes of an online ‘roadshow’ undertaken to promote Community Planning to employees of partner organisations, and to outline further communication plans.

**2. Recommendations**

- 2.1 CPWD is asked to:
- Note the outcomes of the online ‘roadshow’
  - Note the outline and timescale of a communications plan

**3. Background**

- 3.1 Community Planning West Dunbartonshire undertook a self-assessment exercise in 2019 to identify strengths and improvement activities. This self-assessment activity was supported by the Improvement Service and led to the agreement of CPWD improvement plan.

The improvement plan development and discussions at Community Planning Executive Group (CPEG) included a focus on how to increase awareness of community planning as an ethos and share live examples of community planning ‘in action’.

CPEG and CPWD Management Board considered the roadshow concept in autumn 2020 and committed in principle to delivery of this approach. The approach was developed and run in 2021.

This marks the start of developing a programme of communication to raise awareness of the purpose and actions of Community Planning.

## 4. Main Issues

### 4.1 Roadshow

There were a large number of brilliant partnership projects put forward as possible case studies. Some of these feature in the annual report for 2020-21. Three were selected that showcased elements of all 5 outcomes for West Dunbartonshire Community Planning. All three were presented at each online session by dedicated colleagues. Without their time, commitment and dedication to engaging with colleagues and facilitating discussions the sessions would not have taken place:

- Dementia Friendly West Dunbartonshire, presented by Laura Evans (Police Scotland), Selina Ross (West Dunbartonshire CVS), Brian Polding-Clyde (Scottish Care).
- Kickstart being taken forward, presented by Sean Lynch (West Dunbartonshire Council)
- Holiday Hunger, presented by Claire Cusick, (West Dunbartonshire Council)

16 people from community planning partners attended over three sessions via MSTeams (18th August, 15th September and 1st October 2021). This was from a total of 29 who signed up to attend. It is unclear whether work pressures or other matters prevented attendance on the day.

All formal and informal feedback received was positive:

*“This was so good today so much appreciated.” (Attendee, 1 Oct)*

*“Thanks very much that has been really helpful” (Attendee, 1 Oct)*

*“It has been really useful to attend and the presentations have been informative. Hopefully if any more sessions it would great to be involved and increase our links with other resources in the community.” (Attendee, 1 Oct)*

In post roadshow de-brief sessions the following was noted:

- “Active citizenship” was a shared word used by each of the presenters when describing the outcomes of their projects. Attendees were making links that engaging communities to have confidence and choice in participating in projects with organisations is key to success.
- The sessions were good for professional networking.

- Pledges can work and can be asked for this in evaluation or within the participation of any future sessions. For example asking those attending to make a commitment to change one thing.
- Needs to be better awareness of our collective ambition and outcomes within Community Planning.

## **4.2 Communications Plan**

A full communications plan will be developed to promote the three overarching themes presented to CPWD Management Board today. The Executive Group has advised that this is best to launch in 2022 when actions have been developed for these in each of the DIG plans.

Work has begun to establish the communication routes for this and suggestions include:

- Including information on community planning within inductions for staff.
- Establishing a communications group for CPWD to map annual communications and promotions and share key messages.

## **5. People Implications**

**5.1** Activity will be delivered through existing partnership capacity.

## **6. Financial Implications**

**6.1** The roadshow and communications are being delivered within existing resources

## **7. Risk Analysis**

**7.1** To not undertake activities would risk not delivering on the Implementation Plan for Community Planning in West Dunbartonshire.

## **8. Equalities Impact Assessment (EIA)**

**8.1** No actions are required as this is an update report.

## **9. Consultation**

**9.1** This report provides an update on ongoing activity.

## **10. Strategic Assessment**

**10.1** Progressing work as outlined in this report ensures CPWD can deliver on the outcomes set in the Local Outcome Improvement Plan.

Rona Gold – Community Planning Manager  
28 October 2021

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**Appendices:** None

**Background Papers:** Previous reports to Community Planning West  
Dunbartonshire Management Board on Executive Group  
activity.

**Wards Affected:** All