



Communication Plan

October 2021 - Version 0.2



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Version Control

Version	Author	Date	Changes
V0.1	Jodie Fullerton	18/05/2021	First Draft
V0.2	Stephanie Black	28/10/2021	Second Draft

1.0 Purpose/Aim

The Communications Plan will aim to create a platform for a range of communication to our customers and staff members and promote awareness of HCBS activities across the service.

2.0 Objective

The Communication Plan Objective are as follows:

- Create an HCBS CX brand.
- Provide enhanced and consistent communication material.
- To define and raise awareness of ongoing activities.
- To target specific groups with critical messages.
- Ensure all our publicity is accessible and understandable.
- To increase website hits.
- To provide a positive communication experience.

3.0 Stakeholders

- IJB
- RSLs
- Voluntary Sector
- Third Sector
- Health
- Local Authority Services
- Elected Members
- Scottish Government
- Corporate Communications
- Other council services
- Tenant representatives

4.0 Audiences

4.1 Internal Audience

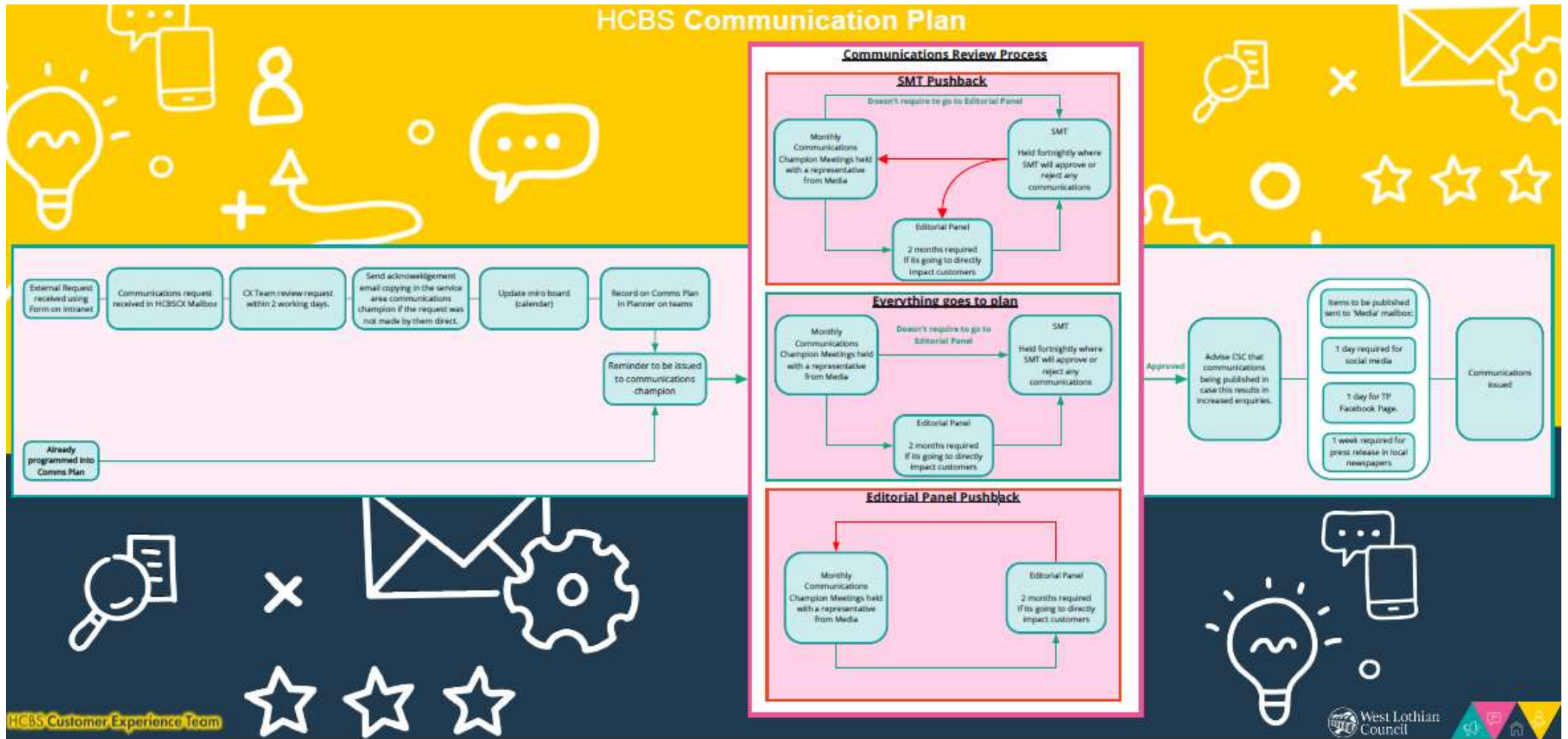
- SMT
- HCBS employees.
- West Lothian Council employees

4.2 External Audience

- Customers
- Tenants

5.0 Communication Approach

Although majority of our communications are already built into the plan, the below document details the process that will be followed after receiving an adhoc request through the digital request form.



6.0 Communication Champions

Each area of HCBS has a responsible communication champion as detailed below:

Service Area	Comms Champion
Housing Strategy and Development	Courtney Gemmell
Customer and Community Services	Julia Laidlaw
Building Services	Grant Taylor
Housing Need	Paul Gallacher
Housing Operations	Alison Smith

6.1 The role of the Communication Champion

- Identify any service-wide activities that should be communicated to customers, staff or tenants.
- Attend monthly communication champion meetings.
- Act as the point of contact for the CX Team to progress communications.

6.2 Communication Champion Meetings

These will be held monthly and all communication champions should attend, hosted by a member of the Customer's Team. At this meeting we will discuss:

- Review the communication plan.
- Discuss any issues that may be arising.
- Discuss items that need to be submitted to editorial panel.
- Discuss any new up and coming items e.g. items for the tenants news.

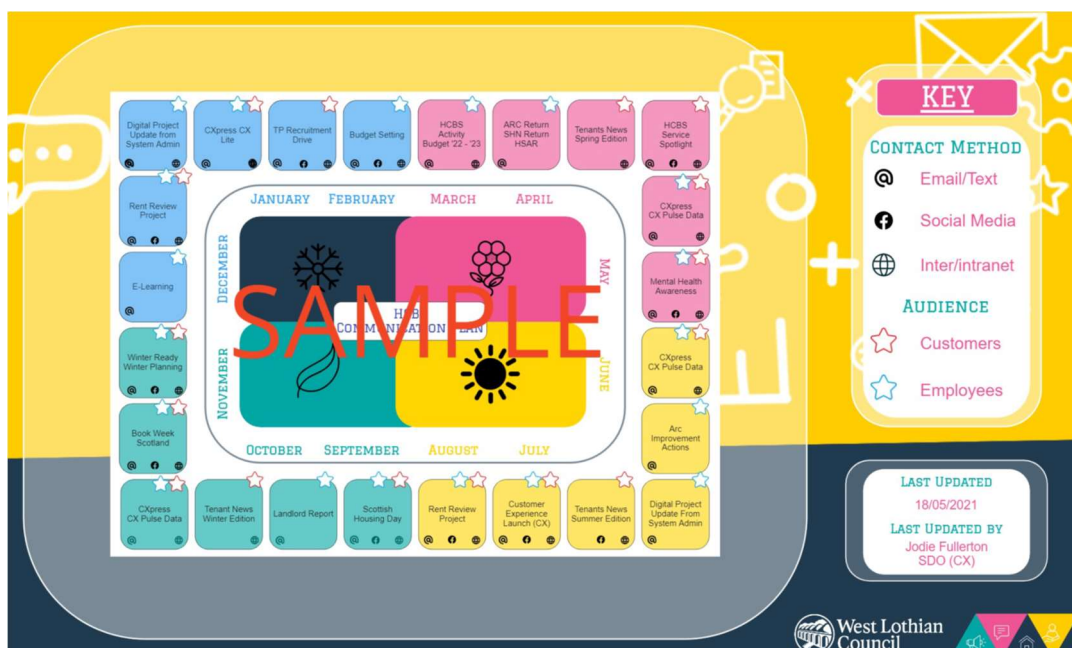
7.0 The Communication Plans

7.1 The Detailed Plan

A detailed Communication Plan is held within Objective[®]; this is a working document that is kept fully up to date of any publications going out, the progress made and communications that have been successfully issued.

7.2 The User-Friendly Plan

A more basic, user-friendly Communication Plan will be used for the internet/intranet and social media. This document is held within Miro[®]. The below is a sample version of the information that will be contained within this plan.



DATA LABEL: OFFICIAL

8.0 Key Contacts

If you would like to discuss any aspect of this communication plan please contact:



01506 280434

Civic Centre, Howden South Road, Livingston

HCBSCX@westlothian.gov.uk

Media@westlothian.gov.uk

TP.Mailbox@westlothian.gov.uk