



COMMUNICATIONS STRATEGY

1.0 Introduction

- 1.1 The Scottish Criminal Cases Review Commission (“the Commission”) has developed a Communications Strategy in order to clearly set out how it intends to engage with all stakeholders and communicate its various messages based on its target audiences and their specific needs.
- 1.2 The Commission recognises the need to effectively communicate with stakeholders on a range of Commission related issues in order to meet fully its strategic aims:
 - To investigate all cases efficiently, without undue delay and to a consistently high standard.
 - To work with others to deliver a quality service.
 - To promote public understanding of the Commission’s role.
 - To strengthen public confidence in the ability of the Scottish criminal justice system to address miscarriages of justice.
- 1.4 The Communications Strategy is intended to operate in line with the Commission’s Corporate Plan and provide further direction on the delivery of information and communication related aims and objectives.
- 1.5 In support of the Communications Strategy, management will agree specific objectives on an annual basis with the Board and formulate appropriate plans in order to ensure the effective delivery of the strategy.
- 1.6 The Communication Strategy will be subject to annual review and updated in line with the existing business planning cycle to ensure that it remains relevant, aligned to business plan objectives and continuously improving based on past performance evaluation.

2.0 Target Audiences

2.1 The Commission recognises its key stakeholders fall within the following groups for the purposes of formulating an appropriate communication strategy and subsequent plans:

- Applicants and potential applicants
- Applicant's representatives
- The High Court
- The Scottish criminal justice system and agencies within it
- Scottish Ministers and the Scottish Government
- The Scottish Parliament
- Key Advocacy Groups – MOJO, Rape Crisis, Human Rights Groups etc
- Community Planning Partnerships
- Law Schools and Educational Institutions
- Media
- Members of the public

2.2 Each of the Commission's target audiences have different levels of interest in the Commission and its work and as a result specific communication plans will be developed to meet each of their needs, fulfil the Commission's aims and objectives and communicate appropriate key messages to these target audiences. These specific plans have been structured around the Commission's Corporate Plan for 2016-19 and subsequent business plan objectives.

2.3 The Commission will review its list of target audiences on an ongoing basis in line with the review of the Communications Strategy to ensure that it continues to be appropriate and inclusive.

3.0 2016-19 Focus

3.1 The main focus of this strategy during the 2016-19 Corporate Planning Cycle will be on the development of specific communications plans and activities in the following key areas:

- Internal Information Events
- External Talks & Awareness Raising
- Consultations & Research Programmes
- Publication Scheme
- SCCRC Decision Documents
- SCCRC Website

4.0 Evaluation

4.1 The Commission will review and update the Communication's Strategy on an annual basis in line with the business planning cycle. As part of this review the

Commission will attempt to evaluate the impact of the various communication plans which have been set out. As these plans are closely linked to corporate aims and business plan objectives the evaluation process is more tangible. However, consideration will also be given to alternative evaluation techniques such as surveys and stakeholder feedback.

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