



## MEETING OF THE SCOTTISH SENTENCING COUNCIL COMMUNICATIONS COMMITTEE

13 OCTOBER 2016, PARLIAMENT HOUSE,  
EDINBURGH

### Minutes

**Members present:** Sheriff Norman McFadyen (judicial member) (Chair)  
John Scott QC (legal member)  
Sue Moody (victims expert)

**Attendees:** None

**Secretariat:** Valerie MacGregor (communications officer)

**Apologies:** None

#### 1. PROCEDURE

##### *Item 1.1 Standing Orders and Role of Chair*

1. Sheriff McFadyen was appointed as the Chair of the Committee.
2. It was agreed that the Committee's quorum would be two members with one of those acting as Chair.
3. The Communications Office will produce the required reports to support committee work, while the Chair will report relevant activity at full Council meetings.



4. Committee papers will be provided to members one week in advance of meetings, while draft minutes will be published on the website within 15 working days after a meeting.

## **2. BUSINESS PLAN**

### *Item 2.1 Coverage*

5. The launch of the Business Plan was well covered and included radio and television interviews, national and local newspapers, online news sites, Twitter and internal intranet sites and newsletters of justice-related organisations and charities.

## **3. WEBSITE – NEW SECTIONS**

### *Item 3.1 What Happens After Sentencing*

6. The Communications Officer will produce a draft for the new section 'What Happens After Sentencing' to share with members for feedback.

### *Item 3.2 Case study*

7. It was agreed that minor adjustments be made to the case study scenario which has been drafted for publication on the website. The Chair offered to email further suggestions.
8. A scenario outlined by Summary Sheriff Allan Findlay was well received and the Communications Office will take its development forward.

## **ACTION POINTS**



- **AP1** ***Communications Officer to share What Happens After Sentencing website section with committee members when ready***
- **AP2** ***Communications Officer to update current case study and develop case study put forward by Allan Findlay***

#### **4. COMMUNICATION STRATEGY**

##### *Item 4.1 Media Training*

9. It was suggested that the next media training session for members be held just prior to the next likely event that will involve exposure.

##### *Item 4.2 Easy read training*

10. It was agreed that secretariat members should be trained in the production of Council material that is accessible to people and easily understood, and that accessible material and/or consultation should also be procured when appropriate.

##### *Item 4.3 Films*

11. It was agreed that the Committee should investigate the production of a short, engaging film about the Council for the Home page of the website aimed at people who prefer information in this more accessible format. It should target victims, offenders, school children and the general public. It would benefit from making use of a personal story like the case study. It would be useful to research website videos used by other organisations to help select a professional and engaging model.

##### *Item 4.4 Events*



12. Members raised the idea of holding an engagement event in March on the subject of youth offenders as part of the preparation of the general principles and purposes guideline. It was suggested that the event could be a 'listening exercise' where discussion was facilitated by the Council involving a range of youth organisations together in one place. It was agreed that this would require to be discussed with Council members via email in advance of the December meeting to enable organisation to begin as soon as possible if it were to happen.

*Item 4.5 Leaflets*

13. It was decided that leaflets were more suited to a 'call to action' than general information.

*Item 4.6 Buzzfeed questionnaires*

14. It was decided that this type of questionnaire should be kept in mind for the future.

**ACTION POINTS**

- **AP3** ***Communications Officer to pursue easy read training for Secretariat***
- **AP4** ***Communications Officer to discuss with counterpart in England and Wales the success of the video on their website versus You be the Judge. Would they do it again***
- **AP5** ***Communications Officer to research website videos produced by other organisations as a basis of comparison***
- **AP6** ***Communications Officer to raise idea of March engagement event on youth offenders with Council members via email***

**5. MINI TRIALS**



*Item 5.1 Contribution*

15. It was agreed that the Communications Officer should approach the organisers of the Edinburgh Mini Trials to discuss the Council's possible involvement in the event, for example, being included in:

- the pre-event visits to schools
- a planned DVD on courts
- a link on the Mini Trials website.

**ACTION POINTS**

- **AP7** *Communications Officer to discuss Council involvement in Mini Trials with the organisers.*

**6. NEXT MEETING**

16. It was agreed that this would be arranged when required.