

## MEETING OF THE SCOTTISH SENTENCING COUNCIL COMMUNICATIONS COMMITTEE

14 SEPTEMBER 2017, PARLIAMENT HOUSE, EDINBURGH

### Minutes

**Members present:** Sheriff Norman McFadyen (Judicial Member) (Chair)  
John Scott QC (Legal Member)  
Sue Moody (Victims Expert)

**Attendees:** None

**Secretariat:** Graham Ackerman (Secretary to the Scottish Sentencing Council)  
Valerie MacGregor (Communications Officer)

**Apologies:** None

#### 1. PROCEDURE

*Item 1.1 Introduction and welcome*

*Item 1.2 Private Papers*

- 1) The Committee agreed that papers 4.1A, 4.1B, 4.1C, 5.1A, 5.1B, 6.1 and 6.2 should be marked as private.

#### 2. PROACTIVE ENGAGEMENT WITH THE MEDIA

*Item 2.1 Potential for dispelling common myths about sentencing*

- 2) The Committee discussed developing the public education resources on the Council's website to include a 'myth busting' section.

*Item 2.2 Use of social media*

3) The Committee discussed using Twitter to direct people to the public education resources on the Council's website.

- **AP1** ***Communications Officer to take forward 'myth busting' website page***
- **AP2** ***Communications Officer to consider use of Twitter to promote 'myth busting' resource***

### **3. PUBLIC CONSULTATION ON PRINCIPLES AND PURPOSES GUIDELINE**

*Item 3.1 Engagement with stakeholders during consultation period*

4) The Committee discussed engagement with various groups and organisations.

### **4. CASE STUDIES**

*Item 4.1 Further case studies / Street Law*

5) The Committee discussed creating further interactive case studies as learning tools to accompany the ['Robbery'](#) case study previously published on the Council website.

6) The Committee also agreed to work with the Law Society of Scotland to contribute to its school programme.

- **AP3** ***Communications Officer to take forward further interactive case studies for the Council website***
- **AP4** ***Communications Officer to take forward a contribution on sentencing to the Law Society of Scotland's Street Law programme***

## 5. COMMUNICATIONS STRATEGY

### *Item 5.1 Communication Strategy – next steps*

- 7) The Committee discussed its communications strategy including the continuation of engagement with justice partners and wider engagement with other relevant organisations; and its development of public education resources, especially for schools.
- **AP5** *Committee members to discuss strategy ideas with colleagues at full Council meeting*

## 6. AOB

### *Item 6.1 Review of Committee Structures*

- 8) The Committee noted the Review of Committee Structures to be carried out by the full Council.
- 9) The Committee agreed to meet formally at least twice a year, although it will continue to transact business electronically and as required at full council meetings & workshops.

### *Item 6.2 Annual Report*

- 10) The Committee noted the Annual Report.

**Scottish Sentencing Council Communications Officer**

**September 2017**