

ITEM 1.4A: COMMUNICATIONS COMMITTEE DRAFT REMIT

The Committee is to support the Council in its communications activity, focussing in particular on pursuing the Council's objective as stated in the Criminal Justice and Licensing (Scotland) Act 2010 to "promote greater awareness and understanding of sentencing policy and practice".

The Committee will assist the Council in delivering the Communications Strategy, in particular by:

- building the Council's public profile;
- identifying and overseeing promotional and public education projects and events;
- identifying areas for collaboration with others, including contributing to public education projects and participating in and attending conferences and events; and,
- overseeing the development of promotional and informational materials including further website development.

For the Communications Strategy, consideration should be given to the following key strategic areas:

- developing the website and other relevant material as an accessible resource;
- raising awareness of sentencing policy and practice;
- developing a comprehensive strategy for communications around guidelines;
- engaging with the judiciary, practitioners, media, justice delivery organisations, stakeholders, and the wider public;
- preparing key messages on Council business;
- evaluating Council engagement and communications work; and,
- providing helpful and accurate sentencing information on request and in collaboration with relevant organisations.

In preparing the Communications Strategy, the Committee will take due account of the different needs of different audiences and tailor relevant communications accordingly.