

To:	Legal Services Board		
Date of Meeting:	23 January 2019	Item:	Paper (19) 05

Title:	Draft Communications Strategy		
Workstream(s):	Strategy and business planning		
Author / Introduced by:	Caroline Wallace, Strategy Director Huw Penson, Corporate Affairs Associate		
Status:	Official Sensitive		

Summary:
<p>This paper presents a draft communications strategy for Board approval. It follows on from the Board's discussion of its approach to communications at its October 2018 meeting.</p> <p>As requested during that discussion, the draft communications strategy:</p> <ul style="list-style-type: none"> • Takes a holistic approach to the LSB's external communications work, considering the key communications channels available to the LSB such as stakeholder engagement, press engagement, conferences, the LSB website, social media and public and Parliamentary affairs and how they can most effectively be used • Proposes key messages for each five year policy objective • Analyses the main advocacy levers available to LSB and how these can be applied to the five year objectives • Considers Board involvement in communications activity

Annexes
Annex A – draft communications strategy

Recommendation(s):
<p>The Board is invited to:</p> <p>(1) Discuss the matters raised in this paper</p>

(2) Subject to any comments made, and on the understanding that it will be reviewed at least annually, to approve the new Communications Strategy	
Risks and mitigations	
Financial:	[REDACTED]
Legal:	N/A
Reputational:	[REDACTED]
Resource:	[REDACTED]

Consultation	Yes	No	Who / why?
Board Members:			[REDACTED]
Consumer Panel:			[REDACTED]
Others:			

Freedom of Information Act 2000 (Fol)		
Para ref	Fol exemption and summary	Expires
Risks and mitigations box; Consultation box	Section 36(2)(b)(ii): information likely to inhibit the exchange of views for the purposes of deliberation	
Entire Board paper	Section 36(2)(b)(ii): information likely to inhibit the exchange of views for the purposes of deliberation	N/A

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