

ITEM 5.2: COMMUNICATIONS STRATEGY**Purpose**

1. To seek members' approval of a Communications Strategy for the SCJC.

Discussion

2. At the last meeting of the SCJC, the Secretariat undertook to provide a Communications Strategy for members' consideration at their September meeting.
3. The attached communications strategy (paper 5.2A) outlines the main purposes of SCJC communications, the groups considered to be the SCJC's key audiences, and the main methods of communication. It includes a communications plan with details of activity proposed and underway (pp. 6-9).
4. Members will wish to note the following aspects of the communications plan in particular:
 - **Meetings with the Law Society of Scotland:** Eric Baijal, with members of the Secretariat, met the president of the Society and the Convener of its Civil Justice Committee on 3 July 2013. It has been agreed that Mr Baijal should attend a future meeting of the Civil Justice Committee to provide an update on the SCJC's work following the agreement of the annual programme.
5. Should members have suggestions for any further engagement activity, this would be welcomed.

Recommendation

6. **Members are invited to:**
 - a) **note the matters listed at para. 3 -4.**
 - b) **consider whether there are any opportunities for further engagement activity over the next few months; and**
 - c) **adopt the communications strategy.**