

MORAY COMMUNITY PLANNING PARTNERSHIP

MINUTE OF COMMUNITY PLANNING BOARD

THURSDAY 11 AUGUST 2016

CONFERENCE ROOM, MORAY COLLEGE UHI, ELGIN

PRESENT

Councillor Allan Wright (Chairman)	The Moray Council
Councillor Graham Leadbitter (Substituting for Councillor Gary Coull)	The Moray Council
Councillor John Divers	The Moray Council
Mr David Oxley	HIE Moray
Mr Joe Bodman	Moray College UHI
Councillor John Cowe	HITRANS
Councillor Lorna Creswell	Moray Integration Joint Board
Chief Superintendent Campbell Thomson	Police Scotland
Mr David Rout	Scottish Fire & Rescue Service
Mr Don Vass	tsiMoray
Mr Anthony Standing	Skills Development Scotland
Mr Roddy Burns, Chief Executive (ex-officio)	The Moray Council
Mr Mike Palmer, Location Director (ex-officio)	Scottish Government

APOLOGIES

Apologies were intimated on behalf of Councillor Stewart Cree (The Moray Council) and Ms Susan Webb (NHS Grampian).

IN ATTENDANCE

Ms Pamela Gowans, Moray Integration Joint Board; Mr David Meldrum, Scottish Fire and Rescue Services; Councillor George Alexander; Councillor Gordon McDonald; Mrs Rhona Gunn, Corporate Director (Economic Development, Infrastructure and Planning; Mr John Ferguson, Community Planning and Development Manager; Mrs Jess Barbier-Marsden, Project Officer; Mrs Lissa Rowan, Committee Services Officer as Clerk to the Board, (all The Moray Council).

1. WELCOME

The Chair welcomed Mr Joe Bodman to his first meeting of the Community Planning Board as representative of Moray College UHI and in replacement of Ms Megan Palmer-Abbs.

2. HIE PERSONNEL

Mr David Oxley, HIE Moray advised the Board of changes to HIE personnel and explained that as Mr Alex Paterson had resigned from his role as Chief Executive of

HIE, Ms Charlotte Wright would be taking on this role on an acting basis from the end of August. He further explained that he would be acting in Ms Wright's role as Director of Business and Sector Development and that meantime, Ms Rachael Hunter will cover his role as Area Manager for Moray. This was noted.

3. ORDER OF BUSINESS

The Chair sought the agreement of the Board to vary the order of business and take item 4 "Syrian Vulnerable Persons Resettlement Scheme" ahead of item 3 "Armed Forces Community Covenant Refresh" to allow those presenting the report to leave the meeting at the earliest convenience.

4. MINUTES OF PREVIOUS MEETINGS

(a) COMMUNITY PLANNING BOARD DATED 19 MAY 2016

The Minute of the Meeting of the Community Planning Board dated 19 May 2016 was submitted for approval.

Under reference to paragraph 3 of the Minute, Mike Palmer, Scottish Government advised that the next spending review by the Scottish Government would be a 1 year draft budget and not a 3 year one as previously intimated. This was noted.

Thereafter, the Board approved the Minute of the Meeting of the Community Planning Board dated 19 May 2016 whilst noting Mr Palmer's update in relation to the Scottish Government Budget.

(b) COMMUNITY PLANNING OFFICERS GROUP DATE 29 JUNE 2016

The Minute of the Meeting of the Community Planning Officers Group dated 29 June 2016 was submitted for approval.

Under reference to paragraph 6 of the Minute of the Community Planning Officers Group dated 29 June 2016, it stated that a decision was taken not to approve the bid from the Public Protection Partnership on behalf of Moray Women's Aid and it was queried who Moray Women's Aid should approach for funding as they had been advised that applying for funding via the Public Protection Partnership was the correct way to proceed.

In response, Councillor Alexander, Chairman of the Public Protection Partnership agreed to liaise with Mr Laurence Findlay, Corporate Director (Education and Social Care) in relation to this matter.

Thereafter, the Board agreed to approve the Minute of the Meeting of the Community Planning Officers Group dated 29 June 2016.

5. PERFORMANCE REPORTS

(a) SUSTAINABILITY AND COMMUNITIES PARTNERSHIP

A report by Mrs Rhona Gunn, Corporate Director (Economic Development, Infrastructure and Planning), The Moray Council updated the Board on performance against targets within the Moray 2026: A plan for the Future relating to the Sustainability and Communities Partnership.

Councillor McDonald, Chair of the Sustainability and Communities Partnership provided an update in relation to performance relevant to the Sustainability and Communities Partnership.

During discussion surrounding Chart 48 which measured the percentage of waste diverted from landfill, the Chair stated that a briefing was being held for Elected Members in relation to Moray's Future Waste and sought the Board's opinion as to whether they would wish the invitation to be extended to the Community Planning Board.

The Board agreed that attendance at the briefing would be beneficial and the Corporate Director (Economic Development, Planning and Infrastructure) agreed to forward an invitation to the briefing to Board Members.

Thereafter, the Board agreed to note:

- (i) the contents of the report; and
- (ii) that an invitation to the briefing in relation to Moray's Future Waste would be extended to Members of the Community Planning Board.

(b) Health and Social Care Partnership

A report by Ms Pamela Gowans, Moray Integration Joint Board, updated the Board on performance against targets within the Moray 2026: A plan for the Future relating to the Health and Social Care Partnership.

Councillor Creswell, Chair of the Integrated Joint Board, provided an update in relation to performance relevant to the Health and Social Care Partnership.

During discussion, concern was raised in relation to the target that measures the percentage of adults drinking above safe guidance limits which highlighted that alcohol misuse was still problematic despite a variety of initiatives being launched in an effort to tackle the problem. It was suggested that the Health and Social Care Partnership should reflect and consider a change in how to approach tackling the problem of alcohol misuse, taking into consideration how others have dealt with the issue and whether they have achieved good results, and that a further report be brought back to the Board on this issue in due course. This was agreed.

Thereafter, the Board agreed:

- (i) to note the contents of the report; and

- (ii) that the Health and Social Care Partnership should reflect and consider a change in how to approach tackling the problem of alcohol misuse, taking into consideration how others have dealt with the issue and whether they have achieved good results, and that a further report be brought back to the Board on this issue in due course.

(c) Public Protection Partnership

A report by Chief Inspector Mackie, Police Scotland updated the Board on performance against targets within the Moray 2026: A plan for the Future relating to the Public Protection Partnership.

Councillor Alexander provided an update in relation to performance relevant to the Public Protection Partnership.

During discussion, the Chair asked that future performance reports from the Public Protection Partnership are presented using the standard format for ease of understanding. In response, Chief Superintendent Thomson agreed to make this request known to Chief Inspector Mackie.

Thereafter, the Board agreed:

- (i) to note the contents of the report; and
- (ii) that future performance reports from the Public Protection Partnership be presented using the standard format for ease of understanding.

6. SYRIAN VULNERABLE PERSONS RESETTLEMENT SCHEME (SVRPRS)

A report by Mr Laurence Findlay, Corporate Director (Education and Social Care), The Moray Council updated the Community Planning Board on the progress in its commitment to resettle families under the Syrian Vulnerable Persons Resettlement Scheme. The report revealed that four families of Syrian Refugees are now located and supported in Forres and that an integrated Community Planning approach has helped ease the arrival and resettlement process.

Mr John Ferguson, Community Planning and Development Manager, The Moray Council introduced the report and advised that there was a possibility of welcoming another family to Moray and that he would report back to the Board once this had been confirmed.

Ms Pam Gowans, Moray Integration Joint Board advised that General Practitioners (GPs) in Forres had experienced a strain on their resources since the four families had moved into Forres and asked that consideration be given to the pressures on GP resources if more families are relocated to Moray. This was agreed.

Thereafter, the Board agreed:

- (i) to note the progress being made in the Syrian Vulnerable Persons Resettlement Scheme;
- (ii) to continue to support the programme of resettlement;

- (iii) to note the review to be undertaken in August 2016 on the future of the programme in Moray; and
- (iv) that consideration be given to the pressures on GP resources if more families are relocated to Moray.

7. ARMED FORCES COMMUNITY COVENANT REFRESH

A report by Mr Roddy Burns, Chief Executive, The Moray Council informed the Board of the launch of the updated version of the Armed Forces Covenant for Moray and requested that Board members attend the signing event on 6 October 2016.

During his introduction, Mr Burns advised that, since preparing the document, he had been approached by the Reserve Forces and Cadets Association who had asked if they could be included in the signing of the covenant and advised the Board that he had agreed to this and asked that the Board note that the revised Covenant will therefore include the Reserve Forces and Cadets Association. This was noted.

Thereafter, the Board agreed to:

- (i) approve the updated version of the Moray Armed Forces Covenant subject to the inclusion of the Reserve Forces and Cadets Association;
- (ii) attend the signing event on 6 October 2016, currently scheduled for 2:30 pm at RAF Lossiemouth, sign the updated document on behalf of their partnership organisation and participate in the signatories' group photograph; and
- (iii) remit any areas identified as best practice points that are relevant to Moray arising from UK-wide report on improving local delivery of Armed Forces Covenants, to the Community Covenant Steering Group for action.

Councillor Divers left the meeting at this juncture.

8. MARKETING STRATEGY

A report by Mrs Rhona Gunn, Corporate Director (Economic Development, Infrastructure and Planning), The Moray Council provided the Board with an update on developments in marketing and sought approval of the:

- Moray Community Planning Partnership Marketing Strategy;
- Moray Community Planning Partnership Media Protocol;
- Facebook House Rules; and
- Moray Community Planning Partnership Branding Guide.

During discussion surrounding the Social Media section of the Moray Community Planning Partnership (MCP) Media Protocol, consideration was given to the MCP Corporate Voice guidance on how responses should be made to posts on social media, and it was suggested that, as the majority of posts and tweets do not contain

punctuation and grammar, this should be removed from the MCPP Corporate Voice guidance. This was agreed.

During further discussion on the MCPP Media Protocol, it was suggested that, unless there was an overriding reason why a response could not be provided publicly, that all questions that had been asked publicly should be answered publicly. This was agreed but noted that where personal data was required for a response, that might be done offline, with the invitation to do so noted publicly.

During consideration of the Facebook House Rules, it was asked that consideration be given to creating an "About" section on the MCPP Facebook page so as to avoid these being the first thing users saw. The Corporate Director (Economic Development, Planning and Infrastructure) agreed to look into this.

During consideration of the MCPP Branding Guide, it was noted that the Moray Integration Joint Board (MIJB) did not feature in the list of partners that made up the MCPP. In response, Mrs Gunn advised that she would ensure the MIJB were included.

The Chair further noted that, unlike the other partners' logos which featured the name of their organisation, the HITrans logo did not include its name. In response, Mrs Gunn advised that she would attempt to locate a logo which displayed the HITrans name.

In relation to promotion of the MCPP via radio or in discussions with local editors, Mrs Gunn sought the approval of the Board to nominate Councillor Wright as spokesman, due to his wealth of experience in media coverage. This was agreed.

In response to a request for media training from Skills Development Scotland, if supported by other members, Councillor Wright volunteered to provide some training for Board Members in relation to radio interviews if required. This was noted.

Mrs Gunn suggested that she seek analytics from Platform PR in relation to the impact of their activities in the promotion of the CPP through conventional medial channels and provide this information at the next meeting of the Community Planning Board. This was agreed.

The Chair sought the agreement of the Board to review the Marketing Strategy again in 18 months. This was agreed.

Thereafter, the Board agreed:

- (i) to note recent developments in marketing;
- (ii) the revised Marketing Strategy produced at Appendix 1;
- (iii) the Media Protocol and the Facebook House Rules produced at Appendices 2 and 3, subject to:
 - the requirement for punctuation and grammar being removed from the MCPP Corporate Voice guidance;

- all questions that have been asked publicly being answered publicly so far as compliant with data protection; and
 - creating an “About” Section on the MCPP Facebook Page;
- (iv) the Branding Guide produced at Appendix 4, subject to the inclusion of the MIJB in the list of partners that make up the MCPP and the location of a logo which displayed the HITrans name;
- (v) to note that, as partner involvement in promotion of the CPP develops, the Marketing Strategy will be further reviewed;
- (vi) that Councillor Wright, The Moray Council would be the spokesman for the CPP for any radio interviews and discussions with local editors;
- (vii) to note that Councillor Wright, The Moray Council has volunteered to provide training for Board Members in relation to radio interviews if required;
- (viii) that Mrs Gunn, The Moray Council provide analytics from Platform PR in relation to the impact of their activities in the promotion of the CPP through conventional medial channels
- (ix) that the Marketing Strategy be reviewed again in 18 months.

9. ITEMS HIGHLIGHTED FOR POTENTIAL MEDIA COVERAGE

A verbal update by Mrs Rhona Gunn, Corporate Director (Economic Development, Planning and Infrastructure), The Moray Council invited the Board to identify items for potential press releases.

Mrs Gunn suggested that the Marketing Strategy, the refresh of the Community Planning Partnership (CPP) website and the signing of the Armed Forces Community Covenant be considered as items for potential press releases. This was agreed.

Thereafter, the Board agreed the following items as potential press releases:-

- (i) CPP Marketing Strategy;
- (ii) The refresh of the CPP website; and
- (iii) Armed Forces Community Covenant.

10. GRAMPIAN CLINICAL STRATEGY – PHASE 2

A verbal update by Ms Pam Gowans, Chief Officer, Moray Integration Joint Board advised the Board that the consultation on the Grampian Clinical Strategy – Phase 2 had commenced and would run for 6 weeks and invited Board members to consider the documentation that had been circulated by email with a view to responding to the consultation.

Following consideration, the Board agreed to note that the consultation on the Grampian Clinical Strategy – Phase 2 had commenced and respond as required.