

**MIDLOTHIAN**  
**community safety**  
**& JUSTICE PARTNERSHIP**

Midlothian Community Safety and Justice Partnership

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# **Midlothian Community Justice Communication and Engagement Strategy**

2020-2023

Produced by: Midlothian Community Safety and Justice Partnership

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## 1. INTRODUCTION

### 1.1 Background

A key pillar of the Community Justice (Scotland) Act 2016 and the Community Justice Scotland Strategy is empowering communities. Sitting in parallel to this is the Community Empowerment (Scotland) Act 2015 and the Public Bodies (Joint Working) (Scotland) Act 2014 where community engagement is also key to meeting local outcomes.

### 1.2 Purpose

The purpose of this strategy is to outline Midlothian Community Justice Partnership's (MCJP) approach to communications and engagement on reducing offending and re-offending and achieving the best outcomes for individuals, families and communities.

### 1.3 Aims

MCJP will engage effectively with all relevant stakeholder groups and communities to increase awareness and understanding on what can cause offending behaviour.

MCJP will communicate key messages in an open, transparent way, promoting understanding and supporting the partnership and collaborative approach which is at the heart of local delivery.

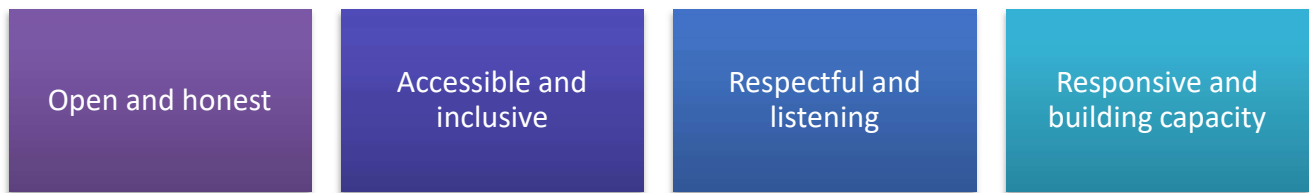
## 2. PRINCIPLES

The principles employed in both communication and consultation are those outlined in the Midlothian Community Engagement Strategy which mirrors the National Standards for Community Engagement. These include:

- ❖ **Involvement:** we will identify and involve the people and organisations who have an interest in the focus of the engagement.
- ❖ **Support:** we will identify and overcome any barriers to involvement.
- ❖ **Planning:** we will gather evidence of the needs and available resources and use this evidence to agree the purpose, scope and timescale of the engagement and the actions to be taken.
- ❖ **Methods:** we will agree and use methods of engagement that are fit for purpose.
- ❖ **Working Together:** We will agree and use clear procedures that enable the participants to work with one another effectively and efficiently.
- ❖ **Sharing Information:** we will ensure that necessary information is communicated between the participants.
- ❖ **Working with Others:** we will work effectively with others with an interest in the engagement.
- ❖ **Improvement:** we will develop actively the skills, knowledge and confidence of all the participants.
- ❖ **Feedback:** we will feed back the results of the engagement to the wider community and agencies affected.
- ❖ **Monitoring and Evaluation:** we will monitor and evaluate whether the engagement achieves its purpose and meets the national standards for community engagement.

## 3. VALUES

The values underpinning this communication and engagement strategy include being:



## 4. APPROACH & METHODOLOGY

### 4.1 National Guidance

The report of [The Commission on the Future Delivery of Public Services](#) in Scotland and the [Single Midlothian Plan 2020/21](#) enshrine four pivotal approaches that will be interwoven in progressing community justice in Midlothian. These include:

- ❖ Empowering individuals and communities by involving them in design and delivery of the services they use.
- ❖ Public services will work more closely in partnership to integrate service provision and improve the outcomes they achieve.
- ❖ Prioritising expenditure on public services which prevent negative outcomes from arising.
- ❖ Becoming more efficient by reducing duplication and sharing services wherever possible.

The Midlothian Community Justice Outcomes Improvement Plan (CJOIP) focuses on prevention and early intervention; the Christie Commission Report on the Future Delivery of Public Services (2011) emphasised the need for public services to focus on prevention and early intervention which included a move towards preventative spend.

### 4.2 An Asset Based Approach

Underpinning this methodology will be an asset-based approach that:



### 4.3 Levels of Involvement

The diagram in *Figure 1* below encapsulates the five levels of involvement and the methods used in each. The placement of each in the triangle symbolises the number of people involved at each level. For example, information would be provided to a large number of people across communities, whereas there may only be a few people needing support as part of a user led group.

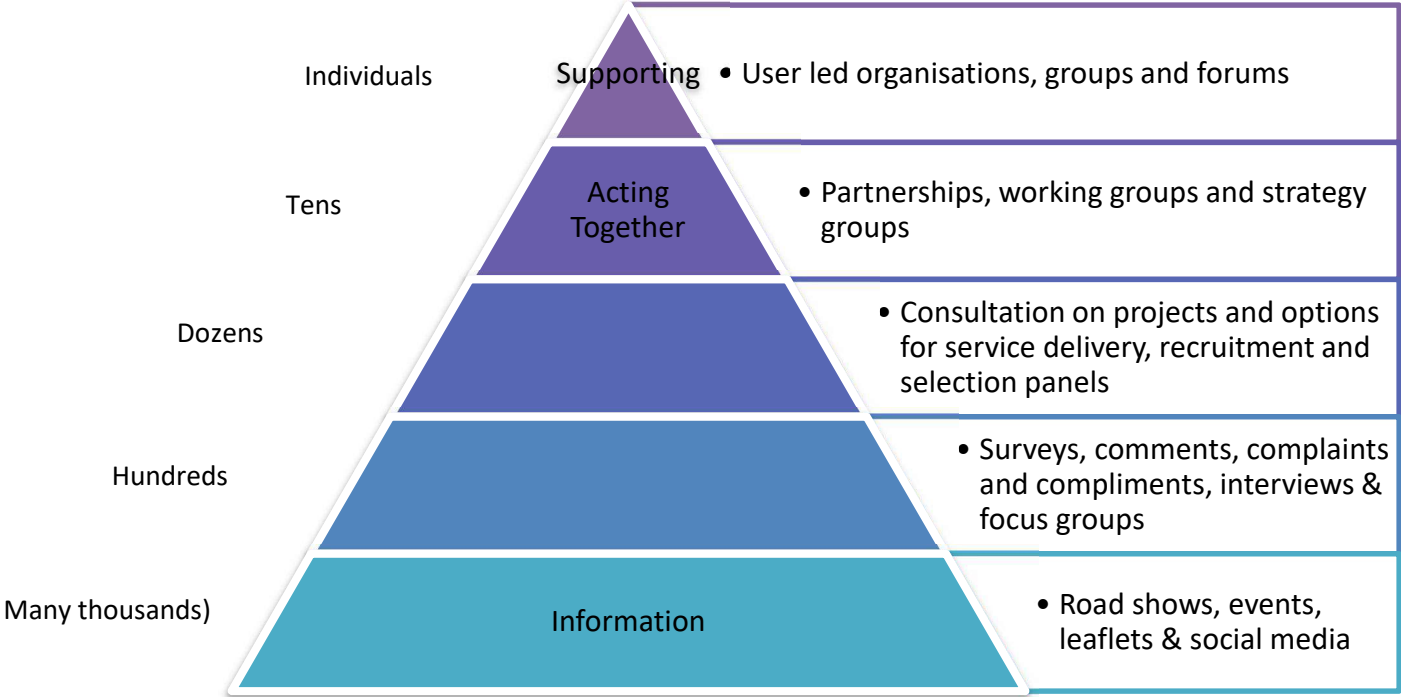


Figure 1: Five levels of engagement and consultation and the methods used in each

5. MONITORING & EVALUATION

The Midlothian Community Justice Working Group will lead and agree on an annual Community Justice Communication and Engagement Plan detailing all proposed activity for the next three years. It is acknowledged that additional opportunities for engagement and consultation will present themselves during the lifespan of this plan.

Progress of the communication and engagement plan (and any additional engagement opportunities that arise out with the detail of this plan) will be presented to the Community Justice Partnership Board on an annual basis. This will include feedback from activities; observations made from these and consultation results. Learning from these activities will inform improvement and strategic planning priorities.

## 6. PARTNERSHIP WORKING

Effective community justice relies on its partnerships both with the public and a wide range of partners who support the delivery of the shared objective to reduce offending and re-offending.

The Community Justice Board meets quarterly and is made up of a number of statutory partners, as defined in the Community Justice (Scotland) Act 2016. The diagram below illustrates the wide range of partners involved in Community Justice across Midlothian.



Figure 2: Partners involved in Community Justice across Midlothian

## 7. COMMUNICATION PLAN

### 7.1 Purpose

The extent to which communities engage with people who are/have been in the justice system has a major impact on the life chances of those individuals. Many community justice services are only made possible because members of the public offer their time through community groups, and volunteer with organisations that seek to prevent and reduce further offending. Without community understanding of community justice, individuals with lived experience of the justice system will struggle to access key services such as housing and employment support, and further it may prevent them from being included in society, and ultimately their desistance from further offending.

### 7.2 National Outcomes and Indicators

#### **National Outcome:**

*Communities Improve their understanding and participation in community justice*

#### **National Indicators:**

- 1.1 Activities carried out to engage with communities as well as other relevant constituencies
- 1.2 Consultation with communities as part of community justice planning and service provision
- 1.3 Participation in community justice, such as co-production and joint delivery
- 1.4 Level of community awareness of/satisfaction with work undertaken as part of a Community Payback Order
- 1.5 Evidence from questions to be used in local surveys/citizens panels, etc.
- 1.6 Perceptions of the local crime rate (quantitative)

In line with national guidance on outcomes and indicators, the Midlothian Community Justice Partnership has agreed 40 communication and engagement actions to take forward across Midlothian in line with the Community Justice Outcome Improvement Plan 2020-23.

Actions will aim to raise the profile, understanding and participation of Community Justice across Midlothian among the public and partners from all sectors.

### 7.3 Measuring Actions

Action will be measured through a number of methods, as outlined in the Communication Plan in the following pages. Actions and performance updates will be published on an annual basis in the Single Midlothian Plan and Midlothian Community Justice Annual Report.

### 7.4 Audience

The audience for this communication and engagement plan is all inclusive, from strategic and non-strategic partners, to third sector organisations, elected members, local neighbourhoods and communities, people affected by offending, families of people that have offended, victims of crime and Community Justice Scotland.

The communication and engagement plan is contained in the following pages.

For further information on this Communication and Engagement Plan or Community Justice in Midlothian please contact 0131 271 3862 or email [fiona.kennedy2@midlothian.gov.uk](mailto:fiona.kennedy2@midlothian.gov.uk)

## 7.5 Midlothian Community Justice Communication Plan 2020-2023

| Timescale | Action / Event   | Engagement Audience   | Local/ National Outcome Indicator | Measure   | Why is this action important?  |
|-----------|--|---|-----------------------------------|---|--|
| Jun 2020  | Launch ALISS (A Local Information System for Scotland) database of services for Midlothian | Open source catalogue for all – general public, partners, third sector, victims, service users, families of people in the criminal justice system | 1.1                               | ALISS publicised to all 16 Community Councils in Midlothian<br><br>Joint promotion of ALISS from all CJ partners<br><br>Number of Midlothian searches carried out on ALISS. | ALISS is an online database of all support services available both in Midlothian and nationally. From employment support, to foodbanks, family groups, financial advice services and mental health supports. Not only is ALISS a single location that helps individuals find help and support close to them when they need it most, but it is anticipated that the launch and subsequent marketing of ALISS will increase awareness and understanding of the range of community-based services that are available.   |
| Jun-20    | Develop a shared vision for all partners.  | Statutory and non-statutory partners  | 1.3                               | No of statutory partners who engage in the development of CJ Vision<br><br>Vision developed and 'launched'  | We will work with statutory and non-statutory partners to create a strong, shared vision for Community Justice in Midlothian. It is anticipated that a strong, shared vision will promote unity among partners, refresh enthusiasm about what the CJP strives to achieve for the people of Midlothian, and drive direction for change.   |
| Aug 2020  | Publish free booklet - Community Justice directory for Midlothian.                         | Service users, families of people in the criminal justice system, victims, public, partner agencies, third sector.                                | 1.1                               | Booklet published, distributed and marketed online.   | Co-produced with individuals with lived experience, the purpose of the booklet is to provide a source of information on key support services for individuals at any stage in the justice system and their families. The booklet will be made up of chapters each focusing on an issue linked to reducing reoffending (including Substance misuse, Adverse Childhood Experiences (ACEs), Employment, Housing, Victims, and Positive relationships). Publication of the booklet and marketing online will increase awareness and understanding of the range of elements that constitute Community Justice. |

| Timescale | Action / Event   | Engagement Audience  | Local/ National Outcome Indicator | Measure  | Why is this action important?   |
|-----------|--|--|-----------------------------------|--|---|
| Sep 2020  | <p>Implement the programme designed by Recruit with Conviction</p> <p>Use of the Employment Forum to establish pathways for Justice clients who are facing additional challenges due to the COVID-19 pandemic.</p> | Local businesses across Midlothian, Midlothian Council HR, Business Gateway. | 1.5                               | <p>Number of representatives from relevant businesses (including Midlothian Council HR, Business Gateway) who attend recruit with conviction training.</p> <p>Number of people with convictions entering employment.</p> | <p>Focus groups with people serving unpaid work orders, many individuals spoke of the purpose that unpaid work gave them. Several spoke of anxiety around completing unpaid work, and how they would spend their time going forward.</p> <p>Evidence shows that stable employment is a crucial factor with regards to reducing offending with two in three recidivist offenders unemployed at the time of their offence. Prisoners who reported having been employed at some point in the year before custody were less likely to be reconvicted in the year after release than those reporting they had not been in employment. Two in three prisoners thought that having a job would be an important factor in future offending and half thought having enough money to support themselves was important in stopping reoffending. Working routine may also reduce the incentive and opportunity to offend.</p> <p>The Management of Offenders (Scotland) Act 2019 will introduce significant changes to the employability opportunities of individuals with convictions.</p> |
| Dec 2020  | Annual input into Citizen's Panel Questionnaire  | 1000 Midlothian residents of citizen's panel                                 | 1.1, 1.2, 1.4, 1.5, 1.6           | Qualitative responses  | The citizen's panel allows the CJ partnership to directly engage with 1000 members of Midlothian's communities. Content and questions can be adapted to meet needs of current service delivery and information gaps. Opinions and recommendations provided in responses are used to inform strategic planning and service provision.  |
| Dec 2020  | Review and renew the Communication and Engagement Strategy Action for 2020-2023  | All – agencies, third sector, victims, service users, families of            | 1.1, 1.2, 1.3                     | Strategy produced and signed off by Community Justice Board. Individual  | Effective community justice relies on its partnerships both with the public and a wide range of partners who support the delivery of the shared objective to reduce offending and re-offending. Community Justice   |

| Timescale | Action / Event   | Engagement Audience  | Local/ National Outcome Indicator | Measure   | Why is this action important?   |
|-----------|--|--|-----------------------------------|---|---|
|           |  | people in the criminal justice system  |                                   | indicators/outcomes accomplished  | Scotland has determined one national outcome and six national indicators relating to increasing communities understanding and participation in community justice which each community justice partnership must include in their CJOIP – all of which will be included in the Midlothian Communication and Engagement Strategy.  |
| Dec 2020  | Plan and deliver a seven-day period of community justice mass advertising campaign focusing on case studies. This will highlight the link between education/training, employment, health inequalities, substance misuse, housing, positive attitudes, relationships and (re)offending. | All - general public, partners, third sector, victims, service users, families of people in the criminal justice system. | 1.1, 1.3                          | 7 days of CJ campaign completed.<br><br>Number of combined followers on CJP social media platforms (Facebook and Twitter).<br>Community engagement to be primarily on line in order to adhere to COVID-19 restrictions. | Research shows that there are a number of factors that influence desistance from (re)offending. Namely, attending school and/or gaining qualifications, managing alcohol use, managing drug use, positive attitudes towards the law and against crime, reducing early anti-social behaviour, stable housing, employment, stable family life and parenting skills, managing finances, adverse childhood experiences (ACES), mental health issues, and physical health issues.<br><br>A community engagement exercise carried out in 2019 found that awareness of community justice is low among the general Midlothian population and significant work is required to develop public/partner understanding of the link between the above risk factors and desistance from (re)offending. |
| Mar 2021  | Ongoing, weekly engagement with local communities and business through social media - good news stories regarding CPOs and unpaid work beneficiaries.  | All – general public, partners, third sector, victims, service users, families of people in the criminal justice system. | 1.1                               | Number of combined followers on CJP social media platforms (Facebook and Twitter).  | Improving recognition and understanding of community based sentences and demonstrate instances where they have been an effective method of reducing re-offending and have been beneficial to communities affected by crime.   |
| Mar 2021  | Set up a standalone input on community   | All – general public, partners, third sector,  | 1.1, 1.4, 1.5, 1.6                | CJ input in every Midlothian Health and   | A community engagement exercise carried out in 2019 found that awareness of community justice is  |

| Timescale | Action / Event   | Engagement Audience   | Local/ National Outcome Indicator | Measure  | Why is this action important?  |
|-----------|--|---|-----------------------------------|--|--|
|           | justice in the quarterly Midlothian Health and Social Care Partnership Newsletter                  | victims, service users, families of people in the criminal justice system |                                   | Social Care Partnership Newsletter   | low among the general Midlothian population and significant work is required to develop public/partner understanding of the link between the above risk factors and desistance from (re)offending. HSC Newsletters are emailed around staff and distributed at local buildings/service hubs for perusal by members of the public.  |
| Mar 2021  | Publish a Community Justice E-learning toolkit for all Council staff.                              | Midlothian Council staff (all)  | 1.1, 1.4, 1.6                     | Percentage of relevant partnership staff completing e-toolkit                              | The toolkit will be embedded in the Council's e-learning suite. It is hoped the course will be core learning for a number of staff teams across the H&SCP and in the wider council. It is hoped that direct communication will encourage completion and in doing so educate potential partners/those who will come into contact with individuals in the justice system, and members of the Midlothian public on community justice and the impact that certain service provisions have on reducing (re)offending.   |
| Mar 2021  | Develop new ways to engage with and support younger people in substance misuse treatment services. | Young people.   | 1.1, 1.2, 1.3                     | Number of young people supported across Midlothian in substance misuse treatment services. | Young people in Midlothian are vulnerable to developing substance misuse issues, and substance issues play a crucial role in offending and reducing (re)offending. SALSUS (2013) found that 35% of the sample of young people taken from all high schools in Midlothian had had an alcoholic drink by the age of 13, and 67% by the age of 15. A prison study in 2017 found that 56% of young offenders reported being alcohol intoxicated at the time of their offence. The same report also found that 48% of young offenders reported being under the influence of drugs at the time of their offence. In terms of community priorities, 73% of respondents in the 2019 CJ consultation identified 'working with young people to reduce early ASB as having the greatest impact on reducing offending and reducing substance misuse 46% of respondents. |

| Timescale | Action / Event  | Engagement Audience   | Local/ National Outcome Indicator | Measure  | Why is this action important?  |
|-----------|---|---|-----------------------------------|--|--|
| Mar 2021  | Redesign and develop measurable outcomes for beneficiaries of Unpaid Work Projects, and market online application form for unpaid work. | Clients on CPO, individuals with lived experience of the justice system, beneficiaries of unpaid work.<br><br>This will continue in a limited capacity due to COVID-19 restrictions to assist some of the most vulnerable members of the community. | 1.2, 1.4                          | Analysis of evaluation forms from beneficiaries of unpaid work. Increase positive feedback from beneficiaries.   | It is important to understand what is currently working and what not in terms of unpaid work projects, for both the individuals carrying out unpaid work, and their beneficiaries. Analysis will allow qualitative and quantitative outcomes to be measured showing feedback from beneficiaries and clients which can then be used to develop the service provided in our communities.<br><br>Demonstrating instances where community sentences have been an effective method of reducing re-offending is beneficial to communities affected by crime. |
| Mar 2021  | Commitment from the Partnership to co-produce where possible  | Individuals with lived experience of the justice system, statutory and non-statutory partners.  | 1.3                               | Level of involvement of partners and service users in planning and delivering services   | Bringing people with lived experience in to advise and give feedback on practice and services ensures that those services work for the individuals they are intended to help. Recent focus groups have found that individuals in the justice system feel that their voices are not heard, and are interested in being involved in service planning.  |
| Jul 2021  | Carry out two-yearly consultation on Community Justice  | All – general public, partners, third sector, victims, service users of community justice, individuals serving custodial sentences.   | 1.1, 1.2, 1.5, 1.6                | No of people responding to the Community Justice consultation<br><br>% of people reporting they are aware of Community Justice (the national structure for reducing offending) in Community Justice consultation | Allows a means to measure engagement and awareness of community justice over time within an area. Findings from the survey are used to develop services and fill information gaps in terms of community priorities for justice.<br><br>In addition to the online survey public consultations are carried out at a number of community centres throughout Midlothian which again raises awareness of community justice.   |

| Timescale | Action / Event  | Engagement Audience   | Local/ National Outcome Indicator | Measure  | Why is this action important?  |
|-----------|---|---|-----------------------------------|--|--|
| Jun 2021  | Successfully deliver a Partnership Project between CJ and Newbattle High School to rebrand the CJ logo, increasing awareness of CJ and support services available among our younger communities (note Newbattle High School is a digital centre of excellence).           | Education, local young people   | 1.1, 1.2, 1.3, 1.4                | Number of entries received<br><br>Feedback from pupils involved<br><br>Completion of project               | Following the development of a shared vision for the CSJP felt it will be beneficial and will refresh enthusiasm by rebranding the logo of the CJP into a more meaningful design reflective of the new vision. The action would also provide a pathway to engage with young people and utilise the digital centre of excellence (Newbattle Community High School).   |
| Dec 2021  | Improve Community Benefit Clause (for businesses to be employing individuals with convictions) to ensure there is clear guidance for work experience and training opportunities.<br><br>Help mitigate barriers to enter the labour market impacted by the pandemic COVID. | Local businesses across Midlothian, Business Gateway  | 1.3                               | Research level of compliance in local businesses<br><br>Guidance published and issued to local businesses. | During focus groups with people serving unpaid work orders, many individuals spoke of the purpose that unpaid work gave them. Several spoke of anxiety around completing unpaid work, and how they would spend their time going forward.<br><br>Evidence shows that stable employment is a crucial factor with regards to reducing offending. Further, The Management of Offenders (Scotland) Bill 2019 will reduce time periods for disclosure of previous convictions and place. |
| Mar 2022  | Create second chancers spin-off with local press, and people in the justice system. Voices of individuals on unpaid work telling their story (similar to  | Public, partner agencies, third sector, victims, service users, families of people in the criminal justice system | 1.1, 1.3                          | Increased number of second chancers stories in the local press.<br><br>Films completed and published.      | Community Justice is about preventing and supporting a person from (re)offending. There are a number of factors that influence desistance (including positive attitudes stable housing, employment, stable family life and parenting skills, mental health issues), many of which the general public are not aware of.   |

| Timescale | Action / Event             | Engagement Audience | Local/ National Outcome Indicator | Measure | Why is this action important?   |
|-----------|----------------------------|---------------------|-----------------------------------|---------|---|
|           | the Ripple-Effect Glasgow) |                     |                                   |         | <p>The extent to which communities understand people who are/have been in the justice system has a major impact on the life chances of those individuals. Without community understanding of community justice, individuals with lived experience of the justice system will struggle to access key services and ultimately impact their desistance from further offending.</p> |