

Annual Evaluation of Communications

Purpose: For noting and comment

Author: Black Letter Communications and Director of Strategy and External Relations

Approver: Chief Executive

Summary

This item is in two parts

- a) PR Evaluation Report 2023
- b) Annual PR plan for 2024

Kerry Jack of Black Letter Communications, the CLC's communications agency, will make a presentation at the meeting.

Recommendations

The Council is invited to note the report on communications activity in 2023 and comment on plans for 2024.

Relevant Regulatory Objectives

- RO1 - protect and promote the public interest
- RO2 - support the constitutional principle of the rule of law
- RO3 - improve access to justice
- RO4 - protect and promote the interests of consumers
- RO5 - promote competition in the provision of legal services
- RO6 - encourage an independent, strong, diverse and effective legal profession
- RO7 - increase public understanding of the citizen's legal rights and duties
- RO8 - promote and maintain adherence to the professional principles

Financial impact

The costs of delivering the annual PR plan are factored into the budget for the year.

Diversity and inclusion impact

There are no impacts arising directly from this report. The CLC's communications aim to reach all of the regulated community and clients from across the whole of society.

Communications requirements

There is no communications requirement for the substance of this report, which is for internal use. The impact of our communications is set out in our Annual Report published [here](#).