

PR MESSAGING MATRIX

Purpose: For approval

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

Approver: Director of Strategy and External Relations

Summary

A paper setting out proposed refreshed messaging to deliver through the communications plan.

Recommendations

The Council is asked to approve the revised messaging matrix attached at annex A.

Relevant Regulatory Objectives

The delivery of effective communications about the work of the CLC supports achievement of each of the 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

RO9 - promote the prevention and detection of economic crime

Relevant CLC Principal Risks

Effective communications can help mitigate the majority of the CLC's principal risks.

Financial impact

There is no direct financial impact arising from the proposed new messaging matrix.

Communications by the CLC are already funded through the budget that has been set by the Council.

Diversity and inclusion impact

Short summary of any differential impacts on any groups (whether protected or not)

Communications requirements

The fact of the adoption of a refreshed messaging matrix does not need to be communicated.