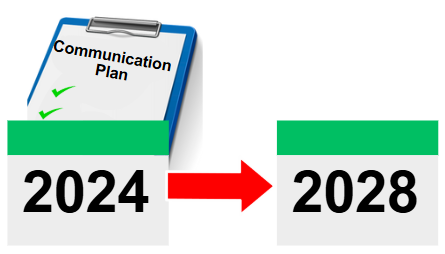
# Ethical Standards Commissioner

# Our plan for sharing information from 2024-2028





A computer and phone with a email on the screen
If you need this document in another format like large print, audio or Braille please contact us:

* call 0300 011 0550
* email: [info@ethicalstandards.org.uk](mailto:info@ethicalstandards.org.uk)
* or do it online at: [www.ethicalstandards.org.uk/contact-us](http://www.ethicalstandards.org.uk/contact-us)

## The Ethical Standards Commissioner

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| --- | --- |
| a rule book and a set of scales | You can read about what the Ethical Standards Commissioner does, what we believe in and what we want to do here: <https://www.ethicalstandards.org.uk/publication/esc-purpose-values-and-strategic-objectives-easy-read>  You might find it helpful to know this before reading our plan for sharing information. |

## Our Communications Strategy

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| A clipboard with the words communication plan and two calendars with the dates 2024 and 2028 | Our **communications strategy** shows how the Ethical Standards Commissioner will help people to understand **what** we do, **why** we do it and **how** we will do it over the years 2024 to 2028. |
| two people talking  a calendar showing 2024 and a red arrow pointing to another calendar showing 2028 | **Communications** is a way of sharing information.  A **strategy** is a plan of things done over time. |

## Who we share information with

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| --- | --- |
| silhouettes of people | We have 6 groups of important **stakeholders**.  **Stakeholders** are people or organisations who support and are impacted by our work.  **These are:** |
| a group of different people | 1. The public and media. |
| the scottish parliament | 2. **Statutory** stakeholders. These are the Scottish Parliament, the Scottish Government and the Standards Commission for Scotland.  **Statutory** means rules or laws which have been written down. |
| a government chamber | 1. **Public bodies** impacted by our work.   **Public bodies** are organisations that work for the Government and give us public services. Examples of this include the police and health services. |
| a thumbs up with a red arrow | 4. Organisations interested in **equality**.  **Equality** is about treating everyone in a way that is good and fair. |
| two people shaking hands in front of a plan | 5. Other important Government organisations interested in our work. |
| a group of smiling people | 6. Our **Public Appointment Advisers**  **Public Appointment Advisers** are a group of people who help with the work of the Ethical Standards Commissioner. |

## What information we will share

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| two people talking | We have 5 important things we want to share with our stakeholders. |
| a rule book and a set of scales | 1. We want to make sure that our stakeholders know what our job is, how we will do our job and what we believe in. |
| a rule book and a set of scales and a megaphone | 1. We want to make sure that our stakeholders know how important **ethical conduct** in public life is and how it helps everyone.   **Ethical conduct** means behaving in a good or fair way. |
| a group of people discussing something at a table with documents | 1. We want our stakeholders to know how well we are doing our job and what **improvements** we are making.   **Improvements** are ways of making something better. |
| a person making a complaint | 1. We want to make sure that members of the public know how to make a **complaint** if they want to. We want to make that process as easy as possible for them.   A **complaint** is when a person says or writes that they are not happy about something. |
| two people talking  a person taking notes with a green tick | 1. We want to make sure that people know more about the **boards** we **regulate** **public appointments** to**.** This includes telling the work that we do and the difference that it makes. |
| A **board** looks at the work an organisation is doing and check it is working well and following the rules. |
| a rulebook and a set of scales | **Regulate** means to make sure the work of something is done following the rules. |
| a boardroom | A **public appointment** is when a Scottish Government Minister appoints someone to the board of a public body. |

## How people get information

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| two people talking | They way people get information has changed in the last 10 years. |
| A computer and phone with a email on the screen | People now use social media and their laptops, phones or iPad to get information. |
| a laptop, a guidance document, a confused looking person and a report | It is important that we share information in a way that everyone can easily access. |
| How we will share our information | |
| a laptop | We will keep our website updated. |
| a wheelchair sign, a hearing aid sign and a symbol indicating someone using with a walking stick | We will make information on our website **accessible**.  **Accessible** means that everyone can use it and understand it. |
| a plan | We will make sure our staff work together to make accessible information that is **consistent** across all teams.  **Consistent** is when things are made or look the same way. |
| a mobile phone and a laptop |  |
| We will look at how best we can use social media to tell people about our work and how to contact us.  We will use videos and pictures to share important information. |
| a group of people working at a table | We will try to find new ways of speaking with our stakeholders. |
| a group of people smiling and a megaphone | We will speak with our stakeholders and **publicly** tell about joint work and learning that we do.  **Publicly** means in a way everyone can see. |
| a checklist with green ticks | We will make a list of organisations to help people with their complaint if we cannot help. |
| four people with their thumbs up  a diverse group of people | We will talk to organisations who do **similar** work to us to help make the **diversity** on boards better.  **Similar** is when two things are the same in some but not all ways.  **Diversity** means having a mix of different kinds of people:   * men and women * young and old people * people of different ethnic backgrounds * people from both poor and more wealthy backgrounds * disabled and non-disabled people. |
| a report | We will publicly update our stakeholders on how well we are doing our work. This will be done on our website. |
| a feedback form | We will ask our stakeholders how we are doing by asking them to fill out surveys. We will take action to make the things they tell us about better. |

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## When we will do this

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| two calendars with the dates 2024 and 2028 | We will share this information over the years 2024 to 2028. |
| a plan | The things in our plan complement our strategic plan.  **Complement** means something that goes well with another thing.  A **strategic plan**is a plan for how we will do our work. |
|  | An easy read document of our strategic plan is here: <https://www.ethicalstandards.org.uk/publication/strategic-plan-2024-2028-easy-read> |