

Ethical Standards Commissioner

Our plan for sharing information from 2023-2028



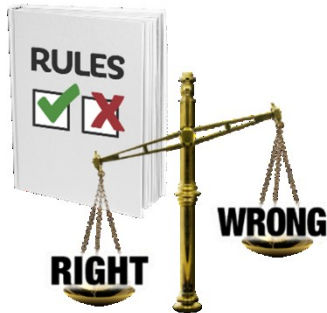
Easy Read



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- call 0300 011 0550
- email: info@ethicalstandards.org.uk
- or do it online at:
www.ethicalstandards.org.uk/contact-us

The Ethical Standards Commissioner



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



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 2023 to 2028.



Communications is a way of sharing information.



A **strategy** is a plan of things done over time.

Who we share information with



We have 6 groups of important **stakeholders**.

Stakeholders are people or organisations who support and are impacted by our work.

These are:



1. The public and media.



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.



3. **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.



4. Organisations interested in **equality**.

Equality is about treating everyone in a way that is good and fair.



5. Other important Government organisations interested in our work.



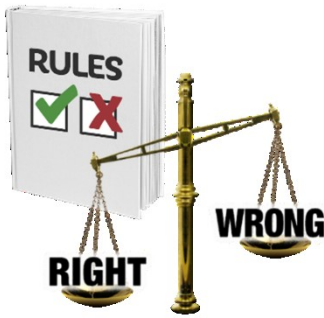
6. Our **Public Appointment Advisers**

Public Appointment Advisers are a group of people who help with the work of the Ethical Standards Commissioner.

What information we will share



We have 4 important things we want to share with our stakeholders.



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.



2. 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.



3. 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.

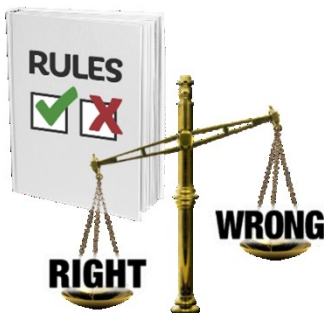
A **complaint** is when a person says or writes that they are not happy about something.



4. We want to make sure that people know more about the **boards** we **regulate public appointments** to and how to apply for one if they want to.



A **board** looks at the work an organisation is doing and check it is working well and following the rules.



Regulate means to make sure the work of something is done following the rules.



A **public appointment** is when a Scottish Government Minister appoints someone to the board of a public body.

How people get information



The way people get information has changed in the last 10 years.



People now use social media and their laptops, phones or iPad to get information.



It is important that we share information in a way that everyone can easily access.

How we will share our information



We will keep our website updated.



We will make information on our website **accessible**.

Accessible means that everyone can use it and understand it.



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.



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.



We will try to find new ways of speaking with our stakeholders.



We will make a list of organisations to help people with their complaint if we cannot help.



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.



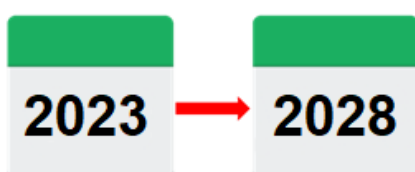
We will publicly update our stakeholders on how well we are doing our work. This will be done on our website.

Publicly means in a way everyone can see.



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.

When we will do this



We will share this information over the years 2023 to 2028.



Some things in this plan might change when our Strategic Plan is made in 2024.

A **strategic plan** is a plan for how we will do our work.



We will ask our stakeholders what they think about our **strategic plan**.



Once we have done this we will look at our communications plan again. This will happen in Autumn 2024.



This communications plan will be updated if anything has changed because of the strategic plan.