

Membership Survey

We launched our online GPA Scotland members survey in December 2015.

To date we have received 24 responses. 10% of our membership.

That despite repeated communication of the survey distributed to our membership via email and newsletters.

This was our first attempt at producing a members survey, therefore it is difficult to gauge against any similar benchmark. That said, 10% is much lower than was anticipated.

Those who did participate in the survey provided some incredibly useful feedback. However, the low response rate cannot be considered as being 'representative' of our membership.

We shall not discount those who did take the opportunity to respond to the survey and the findings shall be presented at the next Executive Committee meeting.

GPA Scotland is committed to ensuring membership engagement and feedback and it is our intention to continue with membership surveys. We need to reflect on this survey and work towards ensuring a more 'responsive' survey in future.

European

GPA Scotland became a Board member of the European Gay Police Association (EGPA) in 2013. This was in response to the UK GPA withdrawing from EGPA. We joined as the LGB staff association representing Scotland (then a branch of GPA). In 2014 GPA Scotland became an independent association following the decision of the UK GPA to disband on 1st April 2014. GPA Scotland has therefore remained a Board member of EGPA.

Following the EGPA Board meeting held in Berlin in April 2016, EGPA has been reconstituted and is now the European LGBT Police Association (retaining 'EGPA' as the acronym).

In addition to the EGPA Board (representing 14 countries), a new Executive Committee has been set up:

President - ██████████ (Switzerland)
Vice President - ██████████ (France)
Secretary - ██████████ (England/Wales)
Finance - ██████████ (Scotland)
Media/PR - ██████████ (Germany)



GPA Scotland

**Annual
Communications
Plan Report
2016 – 2017**

Annual Communications Plan 1.

Report.

As the GPA Scotland Annual Communications Plan 2016-2017 reaches the end of its term, it is important to take stock, celebrate progress and identify future opportunities.

The plan has been the first of its kind for the Association and, along with the GPA Scotland Communications Strategy 2016-2018, has driven forward valuable progress in our organisation.

An update has been provided for each action on the following pages and the conclusion evaluates the plan as a whole. As we move into a new phase for the Association, the Executive Committee look forward to achieving all of the aims of the overarching Communications Strategy during the second period, which will be co-ordinated and led through the GPA Scotland Annual Communications Plan 2017-2018 (Plan 2). The second plan will need to be even more flexible than the first as the organisation changes and grows for the future.

I look forward to presenting Plan 2 to the Executive Committee at the 2017 AGM.


Communications Secretary

GPA Scotland

June 2017

Action Plan: Key Priority 1

Action	Update or Target Date
1. Draft and publish Communications Strategy 2016-2018	<i>Complete (March 2016)</i>
2. Draft and publish Annual Communications Plan 2016-2017	<i>Complete (July 2016)</i>
3. Submit strategy progress and annual plan accomplishment reports to Executive Committee	Completed by this document
4. Draft Annual Communications Plan 2017-2018	In progress – to be published (as per action 5.) at the AGM.
5. Publish Annual Communications Plan 2017-2018	As above
<i>Shared with Annual Communications Plan 2017-2018</i>	
6. Submit strategy and annual plan accomplishment reports to Executive Committee	June 2018

Action Plan: Key Priority 2

Increasing Visibility in the Police Service.

Action	Update or Target Date
1. Plan, procure and effectively distribute GPA Scotland merchandise	Merchandise was procured for the GPA/SEMPER conference in December 2016. Future work on the organisation's identity will influence further merchandising.

2. Liaise with Police Scotland Internal Communications (and other member forces' internal communications representatives) and discuss one-off or occasional features on Force intranet	At time of writing this work is ongoing. For Police Scotland, the best way forward is through <i>The Beat</i> online magazine, which is only published periodically.
3. Communications and Events Secretaries to meet and consider GPA Scotland worktime events (e.g. national conference)	This action has been superseded by the planning team for the UK LGBT policing conference in 2018.
4. Consider additional workplace poster campaign with the objective of demonstrating LGB officers and staff carrying out their duties as every other officer/staff member	This action remains outstanding and should be a priority for the 2017-2018 plan.

Action Plan: Key Priority 3

Corporate Identity for the Association.

Action	Target date
1. Draft and circulate to the Executive Committee a corporate identity paper, with the principles: <ul style="list-style-type: none"> • Continuity; • Innovation; • Longevity. 	A corporate identity policy was drafted and presented to the Executive Committee in December 2016, but not adopted. Further work, by the whole Executive Committee is taking place.
2. Following consultation (action 1) submit proposal paper to the Executive Committee for approval	As above
3. Implement corporate identity across the Association	As above

Action Plan: Key Priority 4

Regular Engagement with Members and the Wider Public

Action	Target date
1. Implement the provisions of the CommsCalendar	The CommsCalendar was implemented successfully, primarily by the Chair through social media. Further work is required on other elements going forward.
2. Consider a permanent Chair's Blog (website) alongside the existing newsletter	A Chair's blog has been successfully launched.
3. Develop a regular calendar for video blogs/video publications	This work is ongoing and has seen some progress through social media posting.
4. Circulate relevant reports (any interim reports, as well as the accomplishments reports associated with the Communications Strategy and the Communication Plans) to members for their information and engagement	The Executive Committee will discuss which reports are most interesting for members.

Action Plan: Key Priority 5

Strengthen Strategic Communication Channels

Action	Target date
1. Chair to pursue reinvigoration of Police Scotland LGBT Reference Group	Ongoing

2. Communications Secretary to set before Executive Committee a plan for a GPA Scotland community council

This action remains outstanding and should be a priority for Plan 2.

Conclusion.

The first plan has seen some considerable success and we should be proud of our achievements. Further commitment is required, especially from the portfolio holder, in future to drive forward communication with members in particular and this should continue to be a focus for the next plan.

The next period will be challenging to plan due to the significant changes on the horizon for the organisation and, as stated previously, the plan must be flexible enough to embrace that period of time.

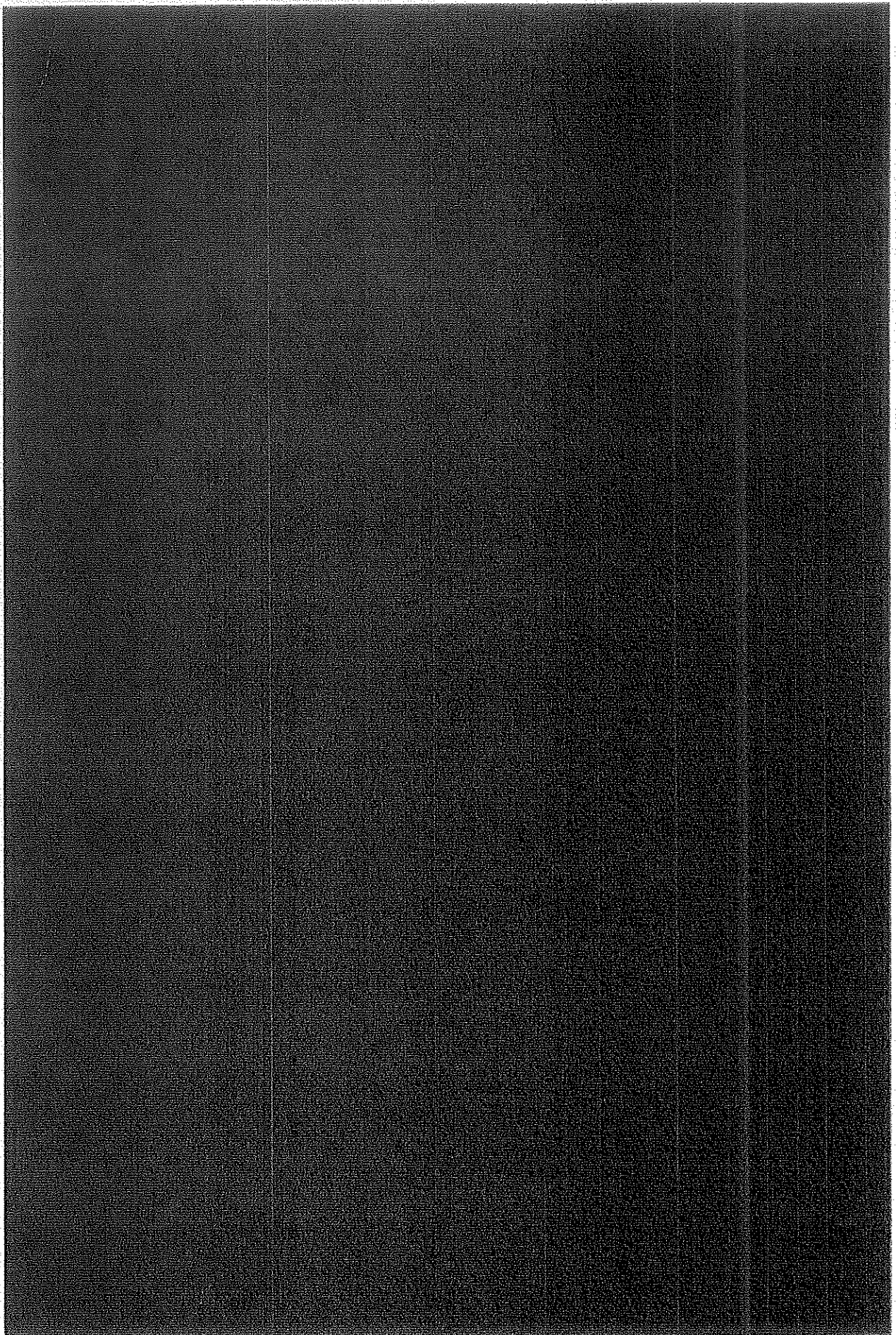
1/ Annual communications plans

2/ Increased visibility within the police service

3/ Corporate identity for the Association

4/ Regular engagement with members and the wider public

5/ Strategic communications channels



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gay and lesbian association

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