

External Communications Policy

The Scottish Police Services Authority (SPSA) will approach external communication with openness and transparency. We will engage with our key partners and stakeholders through our Stakeholder Engagement Strategy, working jointly to achieve a positive, dynamic outlook of policing in Scotland.

We will work hard to ensure that all our stakeholders understand and value the role our organisation plays and endorse our services whenever possible both internally and externally.

We will also work hard to ensure that all stakeholders can see in an open and transparent manner, our decisions, the processes that support them and the outcomes that have been arrived at.

The identification and communication of our key messages will be reviewed on a regular basis to ensure we truly reflect our changing environment to our partners and stakeholders.

All official SPSA communication will be branded with our Corporate Identity and easily identified. Any official documentation will always provide the audience with further contact details should they wish to consult with any part of SPSA.

All communication will be respectful and courteous toward the intended audience. Our external communications will be prepared in line with other SPSA policies including: Freedom of Information, Equal Opportunities, Data Protection, Diversity, Fairness at Work and Environmental Management.

We will act on internal and external feedback when appropriate and seek to continually improve our communications practices and procedures.