



## CRL Corporate Plan 2024

### Communications Plan- June to December 2024

#### 1. Background

- This plan follows the publication of the CRL 2024 Corporate Plan and CRL 2024 Strategy Implementation Plan.
- Includes the related workstreams and objectives of the CRL 2024 Corporate Plan plus CRL’s BAU activities.
- All action points to be mapped to the CRL 2024 monthly content planner / calendar.

#### 2. Objectives

- This plan reflects the CRL 2024 key objectives –
- Upholding standards whilst pursuing innovative models to improve access and minimise the regulatory burden (**High Standards**)
  - Enhancing the information available to consumers to improve accessibility to legal services (**Consumer Empowerment**)
  - Championing fair access for all in the legal services market (**EDI**)

#### 3. CRL Communication channels

Social media	Websites	Legal Press	Other
Twitter and LinkedIn (and possibly FB)	CRL and Regulation Matters Website	Kysen PR	Speaking opportunities / conference attendance – maybe Westminster Forums, look for opps, Kysen ideas?
CRL YouTube Channel (video content)	Legal Futures	Legal Futures (CRL account)	Webinars
	Legal Choices		Chairs Blog

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	Reshaping Legal Services website (LSB)		Case Studies, CRL Newsletter, Direct Mail (dotDigital, CILEX Journal, Citizens Advice website (TBC)
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### 4. Stakeholders

Internal	External	External cont.../
<ul style="list-style-type: none"> <li>• CRL Regulated Community</li> <li>• CRL staff members</li> <li>• CRL Board</li> <li>• CRL firms</li> <li>• CILEX?</li> <li>• Kysen</li> <li>• Deb Smith</li> </ul>	<ul style="list-style-type: none"> <li>• LSB</li> <li>• SRA and Legal Choices website</li> <li>• Citizens Advice Centres?</li> <li>• EDI Consortium and Young Foundation</li> <li>• Lawcare</li> <li>• AI / Tech groups? Eg LawTech</li> <li>• Legal Press</li> </ul>	<ul style="list-style-type: none"> <li>• <b>MoJ</b></li> <li>• <b>FCA</b></li> <li>• <b>Select Committee etc</b></li> <li>• <b>LSCP</b></li> <li>• <b>LeO</b></li> <li>• <b>Land Registry (DPMSG)</b></li> <li>• <b>Office of Immigration Services</b></li> </ul>

### 5. Target Audiences

Internal	External
<ul style="list-style-type: none"> <li>• CILEX regulated community</li> <li>• CRL Firms</li> <li>• CRL staff and Board</li> </ul>	<ul style="list-style-type: none"> <li>• LSB</li> <li>• Consumers</li> <li>• Training providers?</li> </ul>

### 6. Target metrics for 2024 (BAU)

Channel			
CRL Website	Linkedin	Twitter / X	CRL Newsletter/Reg Matters
<b>Target</b> - Average sessions* 18000 per month  Average users* 10000 per month	5500 followers by July 2024 (current 4836 @3.6.24)	2k followers by end July 2024 (current 1622 @3.6.24)	Maintain open rates of 40-50% (avg above 40% since start 2024)

\*Engaged session = session lasts 10 seconds or more, includes a conversion event, has 2 or more pageviews or screen views.

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\*Average users = number of unique users who triggered any event in a specified date range.

### **7. Content per workstream**

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	<b>Workstream</b>			
<b>Comms Channel</b>	<b>BAU</b>	<b>High Standards</b>	<b>Consumer Empowerment</b>	<b>EDI</b>
<b>Features</b>	<ul style="list-style-type: none"> <li>Brand awareness – who we are and what we do (regain consumer trust)</li> </ul>	<ul style="list-style-type: none"> <li>Updated Transparency Rules</li> <li>Practice Rights explainer and benefits</li> <li><b>AI</b> opportunities and threats to the legal sector – RH creating feature for CILEX Journal Summer 24 edition</li> <li>Ethics, professional standards, code of conduct</li> </ul>	<ul style="list-style-type: none"> <li>Digital Exclusion including MEL research</li> <li>Access to Justice including Transparency, Digital Exclusion, `what you should know`)</li> </ul>	<ul style="list-style-type: none"> <li>Barriers to career progression</li> <li>Digital Exclusion</li> <li>EDI feature - Is a new approach to EDI needed in order to make meaningful change in the legal profession? (JB article for Solicitors Journal June 2024)</li> </ul>
<b>Videos</b>	<ul style="list-style-type: none"> <li>Social media guidelines – completed May 24</li> </ul>	<ul style="list-style-type: none"> <li>Ethics – completed April 24</li> <li>Practice Rights explainer video</li> <li>Higher Rights – Civil Litigation and Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Transparency consultation – completed May 2024</li> </ul>	
<b>Case Study</b>	<ul style="list-style-type: none"> <li></li> </ul>	<ul style="list-style-type: none"> <li>UoL New Routes to Practice Rights – successes (students) linked to successful firms / benefits of self-employment.</li> </ul>	<ul style="list-style-type: none"> <li>How firms can improve Access to Justice (P White?)</li> </ul>	
<b>Webinars</b>	<ul style="list-style-type: none"> <li>CRL strategy 25-27</li> </ul>	<ul style="list-style-type: none"> <li>Practice Rights webinar planned for June 2024</li> </ul>		

## CRL 2024 Communications Plan (April 2024 - December 2024)

Comms objectives relate to CRL Strategic Objectives across all CRL workstreams.

### 1. CRL BAU communications

CRL Objective	Campaign theme	Audience	Measurement/KPI	Actions	Comms Channels	Staff	Timeframe
CRL brand awareness	Increase awareness of CRL and what we offer	Regulated community	See section 6	Social media campaign – Who we are and what we do - Continued high standards and level of service	Social media CRL NLetter CRL websites CILEX Journal	PSC, RH	Ongoing
	Reassure consumers	Consumers		Feature - CRL continuing to provide the same high level of service and acting in 'consumer interest'		PSC, RH	
	Professional conduct and Ethics	Regulated community (Firms and Individuals)	Increase views of <i>Prof Conduct &amp; Ethics</i> webpage.  <b>75 views as 1 Jan – 31 May 2024</b> (Page launched 11 March 2024)	Awareness of obligations including: <ul style="list-style-type: none"> <li>Ethics (inc. acting in consumer interest)</li> <li>Code of Conduct</li> <li>Financial crime inc AML and Fraud</li> <li>Complaints handling</li> <li>CPD</li> <li>Social media usage</li> </ul>	Social media CRL NLetter CRL websites	PSC and workstream managers	Bi monthly updates
Corporate Social Responsibility	CRLs contribution to Access to Justice initiatives for the Legal Sector (also Wellbeing focus?)	ALL stakeholders	<ul style="list-style-type: none"> <li>New CSR web page</li> <li>Fundraising targets met</li> <li>External support received</li> </ul>	Promote involvement with the London Legal Support Trust including the <b>2024 London Legal Walk</b>  Explore external sponsorship opportunities	Social media CRL NLetter CRL websites	PSC, RH, JB	Ongoing
EDI	Relevant 'World Days'	Regulated community	N/a	Include in monthly planner eg – International Women's Day, LGBT+ Awareness month, Black History Month, etc. mental health awareness, etc. Relate to CRL membership or consumer in terms of relevance.	Social media Social media CRL NLetter CRL websites	PSC	Ongoing

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	Accessibility	RC and Consumers	Increase of ReachDeck usage by 20%  <b>Views 1 Jan – 31 May 24 = 1,600</b>	Promotion of ReachDeck tool for translation and for consumers with disabilities	Social media CRL NLetter CRL websites	PSC	Ongoing
			Translation of key documents eg, Welsh translation	Identify which content to be made available in translated format. Highlight ReachDeck translation functionality	CRL NLetter CRL website	PSC	Ongoing
Consultations	All CRL consultations	ALL (internal and external)	Increased visits to the <i>Open Consultation</i> page by 15%  <b>Views 1 Jan – 31 May 24 = 665</b>	Increase consultation engagement	Social media CRL NLetter CRL websites Direct mail	Section managers, PSC	Ongoing
Signposting	Signposting to relevant/supporting content from 3 <sup>rd</sup> party organisations	Regulated community	N/a	Signpost to relevant content from: LSB, Legal Ombudsman, LawTech UK, DPMSG, SRA, Legal Choices, LawCare, etc	Social media CRL NLetter	PSC, RH	Ongoing

**2. Uphold standards while pursuing innovative models to improve access and minimise the regulatory burden (HIGH STANDARDS)**

CRL Objective	Campaign theme	Audience	Measurement	Actions	Comms Channels	Staff	Timeframe
High Standards (some Consumer Empowerment overlap)	<b>Transparency</b>	CRL Firms	All CRL firms compliant by End 2024	<p><b>Feature</b> – Updated Transparency Rules</p> <p><b>Video</b> – Updated Transparency Rules</p> <p>Yoshki digital badge redesign to be finalised</p> <p>Transparency rulebook and handbook publication:</p> <ul style="list-style-type: none"> <li>• Consultation (14.5.24 for 6 wks)</li> <li>• Webinar</li> </ul> <p>Publish and raise awareness of rule changes with Entities and CAP firms and RC.</p>	<ul style="list-style-type: none"> <li>• CRL newsletter</li> <li>• CRL website</li> <li>• Regulation Matters</li> <li>• Social Media</li> <li>• Video – New Transparency rules</li> </ul>	PSC, SC	<p>Consultation prep by 13 May '24 - Completed</p> <p>Awareness campaign mid June (to end Nov)</p>
	<b>Practice Rights - Increase number of CRL regulated firms</b>	<p>Prospective applicants</p> <p>Successful Practice Rights students</p>	30 new CRL firms by end of 2024 (?)	<p><b>Feature</b> - Practice Rights benefits and self-employment (working with UoL and CILEX?)</p> <p><b>Webinar</b> – Practice Rights guidance June 2024</p> <p><b>Video</b> – Practice Rights explainer including litigation and advocacy rights</p>	<ul style="list-style-type: none"> <li>• Video content re Practice Rights</li> <li>• Direct mail</li> <li>• CRL website</li> <li>• Regulation Matters</li> <li>• Social Media</li> <li>• CRL Newsletter</li> </ul>	PSC, MW	<p>Feature end July 24</p> <p>Video end July 24</p> <p>Case studies – end August 24</p>

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				<b>Case study</b> - UoL New Routes to Practice Rights – successes (students) linked to benefits of self-employment.			
Innovation	<b>LawTech inc AI</b>	Regulated Community and firms	Increase in visits to the CRL Legaltech page by 20%  <b>Views 1 Jan – 31 May 24 = 26</b>	Complete audit of CRL website LawTech content  <b>New feature - AI</b> – opportunities and threats to the delivery of legal services (RH) for CILEX Journal Summer 2024 edition.  <b>AI best use</b> for the profession and for the benefit of vulnerable groups? Consumer benefits? How does Regulation and the Legal Sector need to adapt?  Guidance for firms to be published (changes in regulatory guidelines)	<ul style="list-style-type: none"> <li>• CRL website</li> <li>• Regulation Matters</li> <li>• CILEX Journal</li> <li>• CRL newsletter</li> <li>• Social media</li> </ul>	PSC ,RH	Audit – end July 24  Feature – end June 24 - Completed



**3. Enhance the information available to consumers to improve accessibility to legal services (CONSUMER EMPOWERMENT)**

CRL Objective	Campaign theme	Audience	Measurement	Actions	Comms Channels	Staff	Timeframe
Consumer Empowerment	Legal Choices website	Consumers and regulated community	Legal Choices website visits increased by 10%  Views 1 Jan – 31 May 24 = (Legal Choices to provide stats)	Review content on Legal Choices website  Access Legal Choices analytics baseline data	<ul style="list-style-type: none"> <li>• Social media</li> <li>• CRL newsletter</li> <li>• CRL website</li> </ul>	PSC, SC	End 2024
	Quality Indicators Pilot	Consumers and regulated community	TBC	New website content to increase awareness	<ul style="list-style-type: none"> <li>• Social media, newsletter and website coverage</li> </ul>	PSC, SC	Currently on hold
	<b>Access to Justice</b> / removing barriers	Consumers	Increase visits to the CRL I am a member of the public' webpage.  <b>Views 1 Jan – 31 May 24 = 591</b>	<ul style="list-style-type: none"> <li>• Feature - How to access and use legal services</li> <li>• Key information on CRL website available in Welsh</li> <li>• London Legal Walk 2024 CRL contribution</li> <li>• Promote related web content for <b>Consumer Protection</b> -eg. Find a Lawyer, using a lawyer, LeO, what we do, etc.</li> <li>• Publish Transparency Rules following this year's consultation.</li> </ul>	<ul style="list-style-type: none"> <li>• Video content</li> <li>• CRL website</li> <li>• Legal Futures and/or Reshaping Legal Services website</li> <li>• Regulation Matters</li> <li>• Social Media</li> <li>• CRL Newsletter</li> </ul>	PSC, RH	August-September 2024



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4. **Champion fair access for all in the Legal Services Market (EDI)**

CRL objective	Campaign theme	Audience	Measurement	Actions	Comms Channels	Staff	Timeframe
Fair access for all	Digital Exclusion	RC CRL firms and consumers	Publication of MEL research	<ul style="list-style-type: none"> <li>• Research launched April 2024</li> <li>• Feature – MEL research on Digital Exclusion - findings</li> <li>• Publication of MEL research results</li> </ul>	<ul style="list-style-type: none"> <li>• CRL website</li> <li>• Regulation Matters</li> <li>• Social Media</li> <li>• CRL Newsletter</li> </ul>	PSC, SC	TBC
	Diversity data	Regulated community	Publication of RC and Firms diversity data reports	<ul style="list-style-type: none"> <li>• Feature – importance of data collections</li> <li>• 2024 Diversity Data collection completed</li> </ul>	<ul style="list-style-type: none"> <li>• CRL website</li> <li>• Social Media</li> <li>• CRL Newsletter</li> </ul>	PSC, SC	TBC
	CILEX professionals - <b>Career progression</b> and barriers	Regulated community	TBC	Feature - Highlight career progression, barriers and successes	<ul style="list-style-type: none"> <li>• CRL website</li> <li>• Social Media</li> <li>• CRL Newsletter</li> </ul>	PSC, SC	TBC