

Appendix 10.03

Future of Regulation Consultation Communications Plan (as of 20 June 23)

Date	Activity	Owner	Reviewer	Notes
w/c 1 May	Set-up of consultation q's in Survey Monkey	Samuel	SB	Completed
	Draft DD email for launch to RC	PSC	SB	Completed
	Draft web news post for launch	PSC	SB	Completed
	Draft social copy and cards for launch and post-launch	PSC	SB	Completed
w/c 8 May	Board Strategy meeting 9 & 10 May			Completed
	Draft May newsletter content including consultation reminder 1	PSC	SB	To go out w/c 22/05/23
	Consultation document final prep	SB	VP	Completed
	Set up launch email in DotDigital	PSC	SB	Completed
w/c 15 May LAUNCH	Monday 15 May			
	Email final consultation document to CILEX and CRL ahead of publication	VP/SB		Completed
	Upload and publish consultation details (including survey link) & materials on consultation webpage	PSC	SB	Completed Consultation closes – 26th June (6 weeks from launch)

Once consultation webpage live, use link in DotDigital and send to reg community as per RM contact list	PSC	SB	Completed
Email CRL staff to notify of launch of consultation	PSC	n/a	Completed
Letter JR to LSB cc legal regulators	BS	SB	Completed
Letter JR to MoJ	BS	SB	Completed
Publish news post on web	PSC	n/a	Completed plus homepage banner added
Draft May newsletter content including consultation reminder 1	PSC	SB	NL to go out w/c 22/05/23
Publish JR Blog inc consultation link	PSC	N/a	Completed - 16/05/23
CILEX to promote consultation in their monthly Newsletter	PSC		Published in NL on 18/05/23
Publish social posts	PSC		Completed - Launch posts published 15/05/23
Talking Head video uploaded	RM	SB	Completed - 19/05/23
Talking Head video social post	PSC		Completed - 19/05/23
Webinar dates TBC	SB	SB/RM/J R	Completed – 19/05/23 Dates confirmed and incorporated into Comms Plan

	Invite Firms to 1 st webinar (expression of interest)	GP	DP	Completed - 18/05/23
	Monitor Press Coverage	PSC/SB & Kysen	PSC/SB & Kysen	Ongoing
	INTERVIEWS – JR and Press	Kysen	Kysen	Ongoing Kysen to draft: <ul style="list-style-type: none"> • 2 articles (Law Firm in a Box and Future of Regulation) to be published asap • Press release on results of survey and offer JR for interview 12/07/23
w/c 22 May	Send out May newsletter with 1 st consultation reminder (and mention webinar dates)	PSC	SB	Sent 25/05/23 from Parent account (more contacts)
	Social posts – Twitter and LinkedIn	PSC	n/a	Completed – see social media plan
	Social – promote Talking Head video	PSC		Completed – see social media plan
	Social – promote Jonathan’s article (published on Reg Matters) – Forward-looking regulation for the benefit of all	PSC		Completed – see social media plan

	Webinar script/briefing and format TBC	SB	SB/RM/J R	1 st draft circulated 26/05/23
	Reminder sent to Firms re webinars	SC		24/05/23
	Test Webinar process	PSC	SB	Test functionality with test participants – w/c 29/05/23
	Requests for Expression of interest – send to CILEX members	PSC	SB	Sent 25/05/23
w/c 29 May	Social posts – Theme: Independent regulation Start prep for June NL	PSC	n/a	See separate social media plan and planner
	Law Society Gazette article – Four challenges facing regulators – social media and news post	PSC		Completed 1/6/23
	Create Reg Matters feature – <i>How CRL's work benefits the regulated community and consumers?</i>	PSC	SB	PSC to send draft to SB – to go out w/c 05/06/23
	Test Teams Webinar process	PSC	SB	Test functionality with test participants – Ongoing
	Chase firms to see if can gain additional attendance	SB		Ongoing
	Confirm Webinar script and format (FIRMS AND MEMBERS)	SB		TBC – meeting fixed 05/06/23 Include any pre- submitted questions

				from Firms and members
	Send out Teams meeting link for webinar on 9 June FIRMS – include Agenda Collate all pre submitted questions	PSC	SB	Completed – 02/06/23 [Agenda not included in invite since to be confirmed]
w/c 5 June	Consultation mid-point Start pushing the short version of the consultation – how long does it take? Three weeks to go! Social posts – consultation and promote Webinars Evaluate comms plan impact to date and implement changes as necessary – response rate?	PSC	SB	Ongoing
	5 June 2023 Webinar run through with PowerPoint slides	JR/RM/SB/ PSC		3pm - completed
	9 June 2023 First webinar – CRL FIRMS	JR/RM		Number of attendees - 10 as at 07/06/23 Completed
	Reg Matters feature published – <i>How CRL's work benefits the regulated community and consumers?</i>	PSC	SB	Completed 07/06/23 Promoted on social media and website 08/06/23
	REMINDER EMAIL TO MEMBERS – Have you submitted your response? Just 3 weeks to go! Inc expression of interest for webinars	PSC	SB	Completed 07/06/23

	REMINDER EMAIL TO FIRMS Also Reminder email to ACCA Probate firms	PSC	SB	Completed 07/06/23 Completed 07/06/23
	Promote the Short version of the consultation – take 5 minutes to have your say	PSC	SB	Completed 06/06/23 (social posts)
	Members webinars Send out Teams Webinar link for webinars on 13 and 15 June – separate emails for each date (contact lists from Survey Mionkey) – include Agenda - Collate all pre submitted questions.	PSC	SB	Completed 09/06/23– ensure staff attendees and board members also have link
	Prep June Newsletter to go out next week (to include short survey link and links to consultation press coverage)	PSC	SB	Completed 20/06/23
	CILEX Newsletter – copy deadline 8 June for 15 June publication – create reminder content	PSC	SB	Completed 07/06/23- sent to James Rice at CILEX
	Expression of interest link for 13 and 15 June sent out to CRL staff	PSC	SB	Completed 06/06/23
w/c 12 June – 2 weeks before deadline	12 June - 2 nd webinar run through 3pm	SMT, PSC, SC		Completed

	<p>Push short consultation survey</p> <p>Two weeks to go!</p> <p>Social media and newsletter reminder</p>	PSC		Ongoing
	<p>Send out June newsletter with consultation reminder and short version of survey and links to consultation press coverage.</p>	PSC	SB	Send -Tuesday 20/06/23 to coincide with the Q&A publication (from webinars)
	<p>13 June 2023</p> <p>Second webinar – CILEX members Send thank you following session</p>	JR/RM		Completed
	<p>15 June 2023</p> <p>Third webinar – CILEX members Send thank you following session</p>	JR/RM		Completed
	<p>News post and social about the Webinars</p>	PSC	SB	Following Webinars – 16/06/23
<p>w/c 19 June Last week - Final day 26 June</p>	<p>Push short consultation survey and Q&A responses</p> <p>CRL June Newsletter – only 7 days to go! Plus social media and website news post</p>	PSC	SB	Completed – sent 20/06/23
	<p>Q&A responses from x2 sessions published on the website – open consultation page</p>	PSC		Completed 20/06/23

	Email all x2 webinar expression of interest with Q&A publication notification	PSC		TBC – 21 June 23
	Social media and final push (countdown)	PSC		TBC – 22 June 23
	DotDigital EMAIL TO ALL and social media and final push (countdown)...`This weekend please take 5 minutes ...	PSC		TBC – 23 June 23
w/c 26 June - ENDS	Monday – social media re consultation close date - closes 5pm today! End on a positive note.	PSC		Consultation closes – 26 June (6 weeks from launch)