

# Edinburgh Public Protection Committees

## Learning & Development – Communication Strategy



### Purpose

Edinburgh Child Protection has a Learning and Development Sub-Committee. This is informed by the Edinburgh Child Protection Committee Improvement Plan at any given time and the [Edinburgh Child Protection Learning and Development Strategy](#).

The Learning and Development Communications Strategy is intended to:

- Support the ECPC to communicate clearly to the workforce
- Highlight the work of the Edinburgh Child Protection Committee, our public protection partner committees and agencies
- Provide demonstrable links to ECPC Improvement Planning
- Support effective tracking and reporting of learning activity
- Enable the workforce to be confident and equipped in protecting babies, children and young people from harm.

This is underpinned by and should be read in conjunction with [Protecting Children and Young People: Child Protection Committee and Chief Officer Responsibilities](#) (Scottish Government 2019).

### Objectives

- Promote understanding of child protection
- Support professionals to recognise, report and respond to risk of significant harm
- Strengthen multi-agency accountability
- Support transparency, learning and continuous improvement.

### Governance and Accountability

Strategic responsibility for communications sits with the ECPC and is delegated to the ECPC Learning and Development Sub-Committee.

Operational oversight is provided by the Lead Officer to the ECPC and supported by a range of partner organisations, notably:

- City of Edinburgh Council – Public Protection Learning and Development Team
- NHS Lothian – Public Protection Team

- Police Scotland Public Protection Unit, E Division
- Lothian Association of Youth Clubs (LAYC)
- Edinburgh Voluntary Agencies Council (EVOC)
- Scottish Children's Reporter Administration (SCRA).

Other organisations can support and be commissioned by the ECPC for learning and development purposes, as required, and overseen by a link to one or more of the above.

## Who are our stakeholders?

### Internal

Practitioners across the workforce  
 ECPC members  
 ECPC working groups  
 Multi-agency partners (NHS, Police Scotland, City of Edinburgh Council, third-sector organisations)

### External

Edinburgh residents and members of the public  
 The Business sector  
 Local media  
 Scottish and UK Government  
 CELCIS  
 Care Inspectorate  
 Local and national faith organisations  
 Social Work Scotland  
 Crown Office and Procurator Fiscal  
 Other Public Sector Organisations

*We also maintain close links with other structures, forums and committees under the Public Protection Chief Officers Group (COG) and The Edinburgh Partnership.*

## Core Principles

- Communication routes will be simple and accessible to everyone who needs them.
- Communications will be clear, consistent, and free from jargon.
- Communications will recognise equality and diversity.
- Communication will be multi-agency to ensure coordinated efforts across the workforce.
- Communications will be proactive and responsive to needs and findings
- There is a personal and organisational responsibility to engage with and implement any practice changes based on communications.

## Communications Channels

There are a range of current communications channels used by the ECPC. It is intended to review and streamline these throughout 2026.

### Monthly ECPC Newsletter

- Highlights key learning events, resources, local and national child protection updates.

### Edinburgh Child Protection Committee Webpage

- Provides information about the strategic Child Protection Committee and offers a downloads page for the Constitution, Membership, Sub-Committee Terms of Reference, and ECPC Annual Report.
- Provides Executive Summaries of Learning for local Learning Reviews.
- Provides a downloads page for our monthly Newsletters (from October 2025).

### Child Protection for Professionals Downloads Page

- Provides the multi-agency workforce with downloads of latest versions of ECPC Guidance, Procedures, Protocols and Briefing Papers.

### Significant Case Reviews and Learning Reviews Webpage

- Provides information about Edinburgh's Learning Review process and a downloads page for the Public Protection Learning Review Protocol and Learning Review Notification form.
- Also provides historical information about Significant Case Reviews prior to December 2022.

### ECPC Knowledge Hub

- Provides a hub for announcements and a Library of research, guidance, briefings and multi-agency learning event materials.

[Mylearninghub.events](#) is the primary platform for advertising and booking on learning events (multi-agency partners). City of Edinburgh Council staff will continue to access [the Council's My Learning Hub](#) for the same purpose.

Multi-agency Learning Events will have a consistent slide that recognises further places for ECPC advice and support, such as the pages and sites highlighted above.

## Sensitive Communications

Serious incidents, Learning Reviews and high-profile cases will be managed jointly with local authority, NHS and Police Scotland communications and media teams. Messaging will be agreed through appropriate governance routes and will prioritise confidentiality, trauma-informed practice and legal compliance. All communications in relation or resulting from serious incidents, Learning Review and high profile cases will be governed and agreed by the Chief Officers Group.

## Monitoring and Review

The Communications Strategy for the ECPC will be reviewed every 2 years based on feedback from partners, engagement data and learning activity uptake.

## Appendix 1 – Key Communication Activity and Comms Plan

Activity	Audience	Frequency	Platform	Lead
ECPC Annual Report	Public & Partners	Annual	<a href="#">Edinburgh Child Protection Committee</a> ECPC Knowledge Hub	ECPC Chair and Lead Officer
ECPC Newsletter	Multi-Agency	Monthly	Email distribution list <a href="#">Edinburgh Child Protection Committee</a> ECPC Knowledge Hub ECLC Lead Officer's Linked In	ECPC Lead Officer
ECPC Knowledge Hub and CP for Professionals Downloads Page	Multi-Agency	Quarterly		L&D Sub-Committee
Awareness Raising Campaigns	Public and Multi-Agency	Annual	Stand-alone landing page on City of Edinburgh Council website.	ECPC