



## **Strategic Communications**

### **Strategic Aim and Objectives of the Law Commission**

- 1.1 One of the hallmarks of an advanced society is that its laws should not only be just, but that they should be kept up to date and be readily accessible to all who are affected by them. The strategic aim of the Law Commission is therefore to promote reform of the law to make it accessible, intelligible and in accordance with modern needs.
  
- 1.2 The strategic objectives which support this aim are
  - (1) To propose and carry out programmes for the development and reform of the law so as to achieve the strategic aim.
  - (2) To carry out individual projects of law reform referred to and accepted by the Law Commission from time to time, in addition to the programmes of law reform.
  - (3) To consult widely on the work of law reform. This is to ensure that the work is directed towards areas of the law which are considered by Parliament, the Government, the Judiciary, the Welsh Assembly and Welsh Ministers, citizens, businesses or other organisations to cause difficulty because the law is too complex, out of date, or inaccessible.
  - (4) To promote implementation of the Law Commission's recommendations in ways consistent with the standing of the Commission as a non-political independent law reform agency.
  - (5) To take appropriate steps to ensure that the Law Commission's work is of the highest standard, and, in that connection, to seek to attract those of the highest ability to work for the Commission.

- 1.3 In order to achieve these objectives, the Law Commission will produce a Programme of Law Reform, usually every three years, supported by yearly business plans, covering key organisational objectives and outcomes for the reporting year.
- 1.4 To deliver the Programme of Law Reform, the Law Commission has 5 strategic communications objectives, which will underpin a detailed communication plan, produced each reporting year.
- 1.5 The strategic communications objectives will be kept under review and amended if necessary.

### ***Law Commission Strategic Communications Objectives***

- ***To raise the public profile of the Law Commission***
- ***To identify key stakeholders, both in terms of generic and specific interest in the Law Commission's work, and to develop means of effective engagement with them***
- ***To take a wide and, when appropriate, innovative approach to consultation, developing methods which are tailored to the individual nature of each project and relevant stakeholders.***
- ***To ensure all Law Commission publications, both hard copy and online, are of a consistently high standard and in the corporate style.***
- ***To ensure staff are positive about working for the Law Commission and have the tools to communicate effectively and share best practice***

**July 2008**