



Scottish
Legal
Aid
Board

Communications Strategy

2026-29

SLAB Communications Strategy 2026-29

This strategy sets the direction for all SLAB communications from 2026–29. It supports our Corporate Plan’s themes of **Service**, **People** and **The Future**, and aims to make our communications clearer, more accessible and more useful for customers, partners and the public.

Our work will focus on **five objectives** and **seven priorities** with progress tracked through annual action plans.

Communications Objectives (CO)

CO 1: Customer-centred

Understand what our customers and colleagues need and use this insight to shape our work.

CO 2: Engaging

Use data and evaluation to improve communications and measure real impact.

CO3: Equal, accessible and inclusive

Ensure all communications are accessible and easy to engage with.

CO 4: Support Legal Aid Reform

Provide clear, evidence-based information to support debate, decision-making and organisational readiness.

CO 5: Improve understanding

Improve understanding among parliamentarians, Ministers and public sector partners of SLAB’s role and how legal aid operates, balancing recognition of the system’s strengths with the need for reform.

We will evaluate and measure success using:

- digital analytics
- feedback on accessibility and effectiveness
- media and social media monitoring
- stakeholder feedback and engagement
- success metrics in annual action plans.

Strategic context

Communications from 2026-29 are likely to be shaped by:

- increasing demand for legal aid and system pressure
- public service reform and a focus on customer-centred design
- need to balance, prevent or counter, where appropriate, potential negative discourse around legal aid and SLAB during upcoming reform
- expectations for better digital services and use of data
- organisational transformation and new digital tools.



Communications vision

Our communications will:

- Build trust
- Improve access to legal aid funded services
- Support our people
- Establish SLAB as a transparent and trusted voice on legal aid
- Use communication channels appropriate to stakeholder needs.



Communications priorities

Priority 1: Understand stakeholder needs

- use the Customer Insight Strategy and its findings to understand what people need from us and the issues they face when interacting with us.

Priority 2: Deliver customer-centred communications

- base communications on evidence and insight
- improve accessibility and clarity
- use digital channels where appropriate
- evaluate and improve continuously
- highlight how we listen and act on feedback.

Priority 3: Promote evidence on the legal aid system

- provide clear, evidence-based information about the operation of legal aid
- prioritise key stakeholders who will make decisions or influence legal aid reform
- influence ‘alternative voices’ to talk; publish research and give evidence about legal aid.

Priority 4: Support legal aid reform

- be clear on SLAB’s role in legal aid reform and promote SLAB’s proposals
- publish data, analysis and updates to build trust and understanding of SLAB’s proposals
- promote SLAB’s work and proposals to Ministers, parliamentarians and other stakeholders who have influence.



Priority 5: Support corporate strategies and projects

- Customer Insight Strategy
- Equality Outcomes Plan 2026-29
- People Strategy
- Digital Strategy
- Managers' projects
- Client Legal Services' business plan (including website development and customer feedback).

Priority 6: Strengthen internal communications

- improve internal channels
- support colleagues through change with timely, two-way communication
- make communications part of planning from the start.
- provide guidance, templates and training
- support clear, consistent written and digital content
- grow a network of communications leads across the organisation.

Priority 7: Build staff communications skills

- provide guidance, templates and training
- support clear, consistent written and digital content
- grow a network of communications leads across the organisation.



Stakeholders



Level of influence

Update

- Public sector partners

Communicate closely

- Scottish Government Ministers & Officials
- MSPs & Parliamentary Committees
- Law Society of Scotland, Faculty of Advocates, Scottish Solicitors Bar Association
- Advice sector
- SLAB staff
- All registered solicitors

Monitor

- Members of the public not involved in the justice system

Inform, Engage & Respond

- Legal aid customers
- Grant funded projects
- MSPs (in individual cases)
- Individual solicitors
- Academics




Level of interest



Communications Strategy alignment with the Corporate Plan

OUR PURPOSE: To fund, provide, and advise on services that secure access to justice.

OUR VISION: Our work transforms lives through modern, responsive, and accessible legal aid services.

Theme	Strategic Objective (SO)	Communications Priorities (CP)						
		CP1: Understand stakeholder needs	CP2: Deliver customer centred communications	CP3: Promote evidence on the legal aid system	CP4: Support legal aid reform	CP5: Support corporate strategies and projects	CP6: Strengthen internal communications	CP7: Build staff comms skills
Service 	SO1: Customer Experience	✓	✓			✓		
	SO2: Data Utilisation		✓					
	SO3: Automation & Simplification		✓			✓		
People 	SO4: Capability, Leadership & Resilience							✓
	SO5: Engagement, Wellbeing & Reward					✓	✓	
	SO6: Adaptability, Workforce Planning, & Service Redesign	✓						
The Future 	SO7: Change for the Better		✓			✓		
	SO8: Influencing Change			✓		✓		
	SO9: Legal Aid Reform			✓	✓	✓		
Comms Objective (CO)	CO1 Customer-centred	✓	✓			✓	✓	✓
	CO2: Engaging	✓	✓			✓	✓	
	CO3: Equal, accessible & inclusive	✓	✓				✓	✓
	CO4: Support Legal Aid Reform				✓	✓		
	CO5: Improve understanding			✓		✓		