

PROJECT DOCUMENTATION

COMMUNICATIONS PLAN

Oban Bay / Harbour

Date: 25 August 2009

Author: Paul Finch, AECOM

Owner: CHORD Programme Board

Client: Argyll and Bute Council

Project Initiation Document History

Revision History

Date of this revision: 25/11/09

Date of next revision: as required following Project Board meeting

Revision date	Previous revision date	Summary of Changes
01/10/09		First issue
09/10/09	v0.1	Revision following comments from N Debnam

Approvals

This document requires the following approvals.

Signed approval forms are filed in the Programme Office project files.

Name	Signature	Title	Date of Issue	Version
Nicola Debnam		CHORD Programme Manager		v1.0
Councillor Duncan MacIntyre		Oban CHORD Project Board		v1.0

Once approved, a signed copy of the document will be held in the Programme Office central filing system.

CHORD Programme
Oban Bay / Harbour - Short Stay Yacht Berthing Facility
Production of Full Business Case
Communication Plan

1. Purpose

The purpose of this document is to identify those parties with an interest in the Oban Bay/Harbour Short Stay Yacht Berthing Facility CHORD project, specifically the production of a Full Business Case. The plan provides the framework outlining the means and frequency of communication with them about the project, its progress, and anticipated outputs and outcomes.

The plan should be read in conjunction with:

- The overall CHORD Programme communication plan
- The PID document for the Oban Bay/Harbour Short Stay Yacht Berthing Facility Project – Full Business Case.

The activities set out in this plan are one essential element to the successful delivery of the Full Business Case for the Oban Bay/Harbour project, and will require to be kept up to date as the project progresses. This is the responsibility of the Oban Bay/Harbour project manager.

2. Communication Protocol

In line with best practice in transparent and effective communication, all press releases must be signed off prior to issue by:

- the project manager;
- the CHORD programme office; and
- the Council's Press Office.

Similarly, all the above parties should be advised of any planned or requested media interviews (TV, radio, press).

3. Key Stakeholder Groups

The following stakeholder groups have been identified for this project.

- **Beneficiaries of the project:** Businesses, residents and visitor communities in Oban; wider communities of Argyll and Bute.
- **Those directly impacted by the project:** Other Organisations Using the Harbour
- **Project Developers:** Oban Bay Marine, their funders and technical support team
- **Project Funders/Decision Makers:** CHORD project decision makers – the Oban CHORD Project Board, the CHORD Programme Board, the Council's Executive

4. Key Messages

For each of the different Stakeholder Groups, we have confirmed a series of key messages which should be promoted, regardless of the method of communication used.

<i>Stakeholder Group</i>	<i>Key Message</i>
Beneficiaries of the Project	Argyll and Bute: Leading Rural Area Specific Outcomes of the Project What can be expected – details of project, timescales
Those Directly Impacted by the Project	Specific Outcomes of the Project What can be expected – details of project, timescales
Project Developers	Partnership Working Project Progress Argyll and Bute: Leading Rural Area Specific Outcomes of the Project
Project Funders / Decision Makers	Project Progress Specific Outcomes of the Project What can be expected – details of project, timescales

5. Action Plan

The following action plan details the means and frequency of communication with key stakeholders about project progress and its outputs.

5.1 Project Board Meetings

Purpose	<ul style="list-style-type: none"> To discuss and monitor Project's progress against the Project Plan, Risk Register and Resource Schedule; To produce recommendations on actions to progress projects To identify any issue(s) which require to be raised with the programme officer/programme board
Attendees	<ul style="list-style-type: none"> Project Sponsor Project Board Members Project Manager Plus Additional Personnel as Necessary
Location	<ul style="list-style-type: none"> Typically Corran Halls, Oban, or other location as agreed
Information Required	<ul style="list-style-type: none"> Highlight/Progress Report – including details of progress made versus plan, changed risks and budgetary matters Minutes from previous meetings Presentation Pack (if required)
Project Funders / Decision Makers	<ul style="list-style-type: none"> Project Progress Specific Outcomes of the Project What can be expected – details of project, timescales
Information Provider	<ul style="list-style-type: none"> Project Manager
Frequency of Communication	<p>Projects are being managed in a PRINCE2 framework and therefore reporting is by exception. The Project Manager will report to the Oban Project Board on at least a quarterly basis. Reporting to the Project Board outwith this basis will be triggered when it is necessary to produce a Highlight / Progress report i.e. Project Plan = +/- 15 working days and/or Project Budget - resources allocation to progress to FBC = +/- 10% or £10,000 whichever is greater. The Chair of the Project Board can call a meeting of the Project Board outwith this frequency, if necessary. Likewise, the Project Manager will call a meeting of the Project Board if a Highlight / Progress report is required to be presented.</p>
Method of communication	Written report, verbal discussion.
<p>These meetings are governed by the Council's Standing Orders and are organised by the Area Corporate Services Manager – Agendas and minutes can be viewed via the Council's website – www.argyll-</p>	

bute.gov.uk/content/planning/regenerationprojects/chordprogramme and the Meetings, Agendas, Minutes section. Meetings will normally be open to the public, who may be excluded in the circumstances that would enable the Council to exclude the public from a meeting of the Council.	
Action following meeting / decisions taken	Responsibility
Minutes identifying actions and decisions	Area Corporate Services Manager/Project Manager
Follow up on recommended actions	Project Manager
Prepare press release if necessary	Project Board Chair / Project Manager / Comms Team
Local radio update if necessary	Project Board Chair / Project Manager
Update CHORD website if necessary	Project Manager / Comms Team
Prepare report to Programme Management Board if necessary	Project Manager

5.2 *Project Team Meetings*

Purpose	<ul style="list-style-type: none"> • To discuss and monitor project's progress against project plan; • To review any design issue or concerns; • To review and technical issues or concerns; • To review costs against budget • To review any change control requests • To develop reports to assist decision making; • To review any implementation issues or concerns
Attendees	<ul style="list-style-type: none"> • Project Manager • Project Team Members • Plus additional personnel as necessary e.g. Officers from Argyll & Bute Council
Location	<ul style="list-style-type: none"> • Varies in relation to attendees.
Information required	<ul style="list-style-type: none"> • Agenda and minutes from previous meeting • Project Plan, risk register, resource allocation schedule. • Other project material such as drawings, reports, etc.
Information provider	Project Manager
Frequency of communication	Team meetings will take place as required.
Method of communication	Discussion to review the "information required".
The Project Manager will be responsible for organising Project Team meetings and recording an action point minute which should be distributed to the team and others as necessary as soon as possible after the meeting.	
Action following meeting / decisions taken	Responsibility
Minutes identifying actions and decisions	Project Manager
Follow up on recommended actions	Project Manager and members of the Project Team
Email update to Programme Manager	Project Manager
Prepare report to Project Board if necessary	Project Manager

5.3 *Project Board Engagement with the Local Area Community Planning Group*

Purpose	<ul style="list-style-type: none"> • To update the Community Planning Group on the progress of CHORD projects. • To follow up any requests raised by the Community Planning Group.
Attendees	<ul style="list-style-type: none"> • Members of the Local Area Community Planning Group
Location	<ul style="list-style-type: none"> • The Corran Halls, Oban or as otherwise agreed.
Information required	<ul style="list-style-type: none"> • Benefits of the project • Project delivery method. • Project information – including progress, timelines etc • Partnership working. • Engagement process.
Information provider	Project Board Chair/Project Manager
Frequency of communication	Quarterly or Bi-annually to full CPP meeting. To be agreed with Project Board Chair and CPG Chair.
Method of communication	Verbal/written update at Local Area CPG committee. The Project Chair will engage with the Chair of the Local Area CPG to determine the preferred method of keeping members up to date with their projects.
Action following meeting / decisions taken	Responsibility
Ensure any follow up requested from CPG members	Project Board Chair/Project Manager
Email update of meeting to Programme Manager	Project Manager

5.4 Community Engagement

Prior to direct involvement of the CHORD programme, the Oban Bay / Harbour proposal has been subject to public consultation, stakeholder engagement, and has been awarded planning permission subject to conditions. The current focus of the CHORD project is the preparation of a Full Business Case document, which will determine the support of the CHORD programme, and the most appropriate delivery mechanism.

The most important aspect of community engagement is to ensure that the community are aware of:

- The role of the CHORD programme with respect to the Oban Bay / Harbour project, and the purpose of the Full Business Case;
- The progress that is being made with the Business Case; and
- The outcome of the full Business Case.

The above can be achieved by regular updates to the CHORD website, and periodic press-releases and press liaison.

Furthermore, the proposed Local Area Community Planning Group provides an additional opportunity to present a project update, and thereafter disseminate more widely to the community.

Dependent on the outcome of the Full Business Case, and subsequent decisions, partnership working with Oban Bay Marine may provide the opportunity to establish update exhibitions / meetings.

Purpose	<ul style="list-style-type: none"> • To keep the community informed of progress of the project
Information required	<ul style="list-style-type: none"> • Overall progress on the project • Benefits of the projects. • Relevant Project information.
Information provider	Project Manager
Frequency of communication	When outcome of Full Business Case has become apparent.
Method of communication	Press releases / radio interviews / website / local newsletters
The framework set out in the community engagement strategy “Improving Community Engagement in Argyll and Bute” will be used.	
Action following meeting / decisions taken	Responsibility
Ensure any follow up is carried out, especially with regard to feedback on the consultation process.	Project Manager/Design Team Lead Consultant

5.5 *Dissemination of Project Progress to Project Board and Project*

It is recognised that for the Oban Bay/Harbour project it is very important to ensure that all parties are aware of the progress being made by the project management team preparing the Full Business Case, and also forthcoming plans.

To facilitate this information, the Project Manager has undertaken to issue short progress notes on a fortnightly basis to the project board and project team outline key updates.

Purpose	<ul style="list-style-type: none"> To keep Project Board and Project Team informed of progress 	
Information required	<ul style="list-style-type: none"> Overall project progress Forthcoming activities. 	
Information provider	Project Manager	
Frequency of communication	Fortnightly	
Method of communication	Email circular	
Action following meeting / decisions taken	Responsibility	
The progress focuses on the dissemination of information as opposed to actions or decisions. Any queries can be followed up directly with the project manager.	Queries to be resolved by Project Manager.	