Argyll and Bute Community Planning Partnership

Management Committee

Date: 8th September 2010

Title: CPP Communications Plan

1. **Reason for report**

   1.1. The Argyll and Bute Community Plan sets out a vision that will take us to 2013. The need to communicate with stakeholders, external and internal, local and national, and to generate and encourage interest is central to the implementation of the plan.

   1.2. This report gives an update on the Argyll and Bute Community Planning Communications Plan and presents an action plan to take the work forward.

2. **Summary**

   2.1. This report presents the proposed Action Plan to improve CPP communication in 2010/11. The Action Plan has been produced as a result of consultation with CPP partners on the 30th of June.

   2.2. The plan outlines a number of actions that will be key to improving our performance. Better information flow throughout and across the community planning framework increases awareness and understanding of community planning and enables communities to engage and participate.

   2.3. The completed action plan showing lead partners, timescales, risk, etc will be developed by the proposed short life working group and presented at the December 15th Management Committee meeting.

3. **Aims and Objectives of Communications Plan**

   3.1. Communication must be meaningful and appropriate. Each community planning partner must understand their role, how to communicate with their partners and with the wider community. Information must be accessible, in an appropriate mediums and using appropriate methods. Communication channels must allow information to flow through and across all levels of the Community Planning Partnership. As well as the need for information to be relevant and in Plain English, consideration must be given to the needs of people with disabilities and those from minority ethnic communities.

   3.2. The aims and objectives of this Communication Plan are as follows:

Aims

- To help the right information get to the right people in the right format at the right time and to ensure that communication is two way.
- To make sure people and communities are genuinely engaged in the decisions made on services that affect them
- To ensure a commitment from partners to work together in providing better services

Objectives

- To agree to improve communication across and between partners
- To improve access to information
- To provide clarity about responsibility for the management and delivery of communications
- To develop a consistent approach to communication that supports the strategic aims and objectives of all the community planning partners

4. Recommendations

The Management Committee is asked to:

4.1. Approve the draft Action Plan for improving community planning communication

4.2. Nominate appropriate staff and/or other resources to form a short life working group to progress the CPP Communications priorities and Action Plan

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Argyll and Bute CPP - Communication Priority Areas

In appreciation that communications is a very broad subject and to acknowledge that resources are limited several key communication activities have been identified as priorities. They are:

1. Community engagement/public involvement		
Aim	Objective	Success measures
-To develop and maintain links with all community planning partners and their communities of interest to ensure they can inform and direct the way we conduct our business and provide services.	-To have people at the centre of services, involved in the thinking behind them, influencing priorities, planning and monitoring service delivery. -To ensure that all community planning partners and their communities of interest have opportunities to engage where, when and how they want. -To commit to engaging with our community planning partners whenever there is added value to be gained in partnership working. -To provide a range of opportunities for our staff to contribute to our work. -To develop our research and intelligence function to ensure that our thinking is up to date and has a direct link to our stakeholders.	-Monitor how compliance with the National Standards for Community Engagement. -Undertake regular reviews of staff attitudes and also use other feedback mechanisms. -Set and monitor standards for community planning activity. -We will conduct our consultations using the principles outlined in the ****** guidelines: -We will work towards sharing research and intelligence resources and the outcomes of consultations

2. E-communication		
Aim	Objective	Success measures
-To continually develop and update the opportunities offered by electronic communication to benefit the community planning partners and their communities of interest.	-To develop an interactive portal website (CPP and/or ABC)where the community planning partners and their communities of interest can access up to date information and engage online with their area of interest. A website that will: - Give an overview of how Community Planning is currently operating in Argyll and Bute	*Action plan, targets and monitoring to be developed*

	-Store key documents -Seek views and feedback on projects -Evaluate and use a range of electronic tools and techniques to communicate, interact and transact with community planning partners and their communities of interest according to their expressed needs. Examples include e-mail and SMS. -Support the development of e-communication by providing appropriate training.	
3. Public information, media management and marketing		
Aim	Objective	Success measures
-To promote understanding and support for Community Planning and for the policies, and actions of the community planning partners. -To provide clear and accessible public information in response to media queries. -To value the media as an important means of communicating information to the public and to be open, honest and proactive in all our dealings with them. -To raise awareness and take up of services provided by the community planning partners. -To raise awareness and increase understanding of the policies, services and actions of the	-To actively inform and engage with the public about the decisions, actions, policies and services provided by the community planning partners. -To develop a range of ways of communicating to ensure that necessary information is available when needed. -To forge strong professional links with all local media outlets and relevant national contacts. -To respect the right of the media to represent all views on any issue relating to our business. -To respond and develop strategies for negative media coverage -To provide information in plain language that is clearly branded and appropriate for its target audience. -To develop branding for the community planning partnership that is consistent and supports strategic aims. -To improve understanding of the role and activities of each partner and their contribution to the partnership. -To generate and analyse feedback	-Survey all local media outlets and a relevant selection of national contacts annually on performance. Use questions that have been developed by a national benchmarking group so performance with others can be compared. -Randomly sample communications from the partners for plain English on an annual basis. -Ask the public to give feedback on public communications. Use that information to establish a satisfaction rating and to make improvements. -Monitor the satisfaction rating regularly and take action if it is not improving

partnership -To ensure that the image and the core values of the community planning partners are supported by the consistent use of the community planning identity on all relevant communications channels.		

4. Equal access

Aim	Objective	Success measures
-To ensure that everyone is able to access information about the community planning partnership when, where and how they need it.	-The partners are committed to achieving equality of access to information. They will work to guidelines on accessibility issues designed, as a minimum, to meet the legal requirements of equality, disability, Freedom of Information, Data Protection and other relevant legislation. -All electronic channels will conform to the industry access standards i.e. Web Accessibility Guidelines W3C's (Bobby approved)	-Monitor requests for special services and the take up of the Interpretation Service. -Monitor the user-friendliness of services though consultation with special interest groups e.g. Disability Access Forums, Youth Focus, Equality and Diversity Sub Group and Elderly Forums

5. Internal communication

Aim	Objective	Success measures
-To maintain and develop a strong two way flow of information within and between the community planning partners and their staff and communities of interest that supports and encourages teamwork, trust and empowerment.	-To inform all relevant staff, Members and Board Members of community planning issues and events that affect their organisations at the earliest opportunity. -To involve stakeholders in the development of policies, practices and procedures that are intended to keep them informed and provide two way communications about community planning.	-Survey stakeholders on a regular basis to find out if communications aims are being achieved. Use the results to amend action plans.

6. Training

Aim	Objective	Success measures
-The provision of appropriate training to support these key communication activities.	-Support the development of key activities by providing appropriate training.	-Work to identify communication training needs, set targets and measure if they are achieved. Use evaluation processes to measure if needs are being met.

ARGYLL AND BUTE CPP - COMMUNICATION ACTION PLAN 2010/11

	ACTION	RESPONSIBILITY / LEAD	TIMESCALE	PERFORMANCE INDICATORS	RISK
1	**Community engagement/public involvement**				
	1.1 Ensure feedback on local consultation events 1.2 Meetings and papers open to public				
2	**E Communications - Website**				
	2.1 Redesign argyllandbutecpp.net and re-launch 2.2 Maintenance and updating of community planning website (Central, Thematic and Local)				
	E Communications – Electronic Newsletter				
	2.3 Develop proposal (resources, frequency, format, distribution, etc) 2.4 Production				
3	**Public information, media management and marketing**				
	3.1 CPP Logo on all publications 3.2 Develop guidelines for using CPP branding 3.3 Adopt Plain English guidelines 3.4 CPP presence at events (national and local) 3.5 Develop guidelines for news management 3.6 develop programme for regular press releases and features promoting awareness of community planning				

4	Equal Access				
	4.1 Web site fully accessible 4.2 All CPP meetings take place in accessible venues 4.3 All information is available on request in other formats				
5	Internal Communications				
	5.1 Develop CPP Communications Protocol 5.2 Map all existing internal communication channels in partner organisations to raise awareness of community planning issues with employees, Elected Members and others. 5.3 Develop programme for agreed number of annual communications (i.e. three per year)				
6	Training				
	6.1 Deliver multi-agency training on writing for the web 6.2 Deliver Plain English Training			Crystal marked?	