

ESSP Communications and Engagement Plan 2007

About East Sussex Strategic Partnership

East Sussex Strategic Partnership (ESSP) brings organisations together to plan local services and improve quality of life in East Sussex.

The purpose of this plan

1. Externally: To promote the ESSP and its activities to partners, local organisations and local people so that they:
 - a. Can access and use information about the ESSP, its activities and resources
 - b. See ESSP as a central resource for community planning information in East Sussex and a gateway to other relevant resources, and
 - c. Are more aware of, and engaged in, ESSP activities.
2. Internally: To facilitate and promote communications between ESSP partners, their representatives and staff.

Our audience

1. Partners: public, private, community and voluntary sector partners, District and Borough Councils and LSPs, and East Sussex County Council members.
2. The 'interested' public: local organisations and local people who want to keep track of and/or get involved in the planning and delivery of local services delivered in partnership.
3. Others: local authorities and local strategic partnerships outside East Sussex; sub-regional, regional and national agencies; schools and colleges.

Communication and Engagement Methods

We will use a wide range of communications and engagement activities - principally the ESSP website but also electronic bulletins, meetings, consultations, newspaper articles and publications.

Measuring success

The success of this plan will be measured by:

1. Visits to and downloads from the ESSP website
2. Annual 'subscriptions' to the ESSP e-bulletin
3. Articles in local newsletters, newspapers and magazines
4. Links to the ESSP website from the websites and/or newsletters of partners and other organisations
5. Attendance levels at ESSP events and meetings
6. Levels of participation in consultations with partners and the public
7. ESSP promotional material at partner events, and
8. Numbers of enquiries and complaints received.

Performance will be monitored quarterly and reported to ESSP Executive Board once a year.

Governance and Administration

1. ESSP is governed by a Constitution and Terms of Reference. ESSP is also committed to a set of operating values that informs and guides its work including: 'to communicate positively the work of ESSP and its partners'.
2. The ESSP Communications and Engagement Plan will be administered by Community Partnerships Team, East Sussex County Council on behalf of ESSP.
3. Partners will manage their own internal communications.

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EXTERNAL COMMUNICATIONS: To promote the ESSP and its activities to partners, local organisations and local people			
Communication Method	Details	Dates	How we will evaluate success
<p>Website ESSP has an 'Online First' policy, meaning that information should always be on the website.</p>	<p>The website will be the primary communications 'hub' for ESSP www.essp.org.uk Redesigned and re-launched June 2007, the site offers a range of information, news, downloads and links. Information supplied by partners will be critical to ensuring website content is up to date, relevant and useful; provides a balance between local, regional and national information; and helps attract new (and a wider range of) visitors and subscribers to the website.</p>	From June 2007	<ol style="list-style-type: none"> 1. A net increase of 10% each year in 'hits' on the ESSP website of which 2% will be 'new' users (baseline data June 2007, source NetTracker: 663 visits & 58 new visitors). 2. Increasing volume of local and locally relevant information, resources, links, news and documents supplied by partners. 3. Good balance between local, regional and national information, resources, news stories, documents/reports etc.
<p>Direct mail A cost effective method for a clearly identified audience.</p>	<p>Email (direct mail and e-bulletins via free 'subscription') will be the primary communications medium for ESSP</p> <ul style="list-style-type: none"> • To annual 'subscribers': newsletters, annual reports, reviews, promotional materials and information about resources - with PDF attachment or hyperlinks to the ESSP website. • To Executive Board members, observers and wider partners: meeting papers, monitoring reports and consultations. 	From October 2007	<ol style="list-style-type: none"> 1. Minimum of 100 annual 'subscriptions' to the ESSP e-bulletin. 2. 90% of target attendance at all ESSP events. 3. Increasing volume of local and locally relevant information, resources, links, news and documents supplied by partners. 4. Good balance between local, regional and national information, resources, news stories, documents/reports etc.
<p>Partner communications Communications channels that partners</p>	<p>We will seek to make use of partner's communications channels.</p>	From October	<ol style="list-style-type: none"> 1. Link to ESSP website from the websites and/or newsletters of partners and other

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<p>provide.</p>	<p>We will also encourage and enable partners to send ESSP relevant information, news and resources etc. for inclusion on the ESSP website, e-bulletins and other publications</p> <p>Most partners have websites and/or newsletters. Some also issue press releases, run events and public consultations. Partners may also have information and resources about their work and e.g. LAA related activities, events, services and reports.</p>	<p>2007</p>	<p>organisations.</p> <ol style="list-style-type: none"> 2. Link to partner websites, documents, events etc. on ESSP website. 3. Reference to ESSP, ESISCS and/or the LAA in local press (as monitored by ESCC press cuttings) or partners' newsletters. 4. ESSP/ESISCS/LAA promotional material displayed at partner events and/or meetings; information about partners promoted at ESSP events 5. Information about partners, their activities and resources on the ESSP website, in e-bulletins and other ESSP publications.
<p>Press release(s) Written, agreed and distributed by Community Partnerships staff at ESCC or another organisation with capacity, and cleared by the ESSP Chair or Deputy Chair.</p>	<p><u>General</u>: to highlight ESSP key areas of work – the Sustainable Community Strategy and LAA and <u>Specific</u>: focusing on specific activities or achievements.</p>	<p>From November 2007</p>	<p>At least 1 article each year about the work of ESSP in local newspapers. At least 1 article each year about the work of ESSP in 'Your County' magazine.</p>
<p>Electronic publication Always written by Community Partnerships staff at ESCC or another organisation with capacity, and agreed with ESSP prior to publication.</p>	<p>East Sussex Integrated Sustainable Community Strategy (ESISCS) to be available as a series of PDF downloads from the ESSP website; jointly authored with district and borough councils; promoted by email.</p> <p>Other key documents e.g. promotional leaflets about the ESISCS and LAA, meeting papers, monitoring reports to be available</p>	<p>From October 2007</p> <p>Ongoing</p>	<p>At least 100 hits and downloads linked to the ESISCS (source NetTracker).</p>

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	from the ESSP website.		
<p>Printed publication</p> <p>Always written by Community Partnerships staff at ESCC or another organisation with capacity, and agreed with ESSP prior to publication. NB: This should only be used if other methods are not suitable for your audience.</p>	<p>Limited runs of key documents e.g. summary/promotional leaflets about the ESISCS and LAA with hyperlinks to the ESSP website.</p> <p>Written by: Various ESSP designated staff at ESCC including: Head of Community Partnerships, Strategic Partnership Manager; Partnership and Performance Officer.</p> <p>To follow ESCC editorial guide. Gain a crystal mark (Plain English accreditation) – relevant for high profile publications for the general public e.g. ESISCS.</p> <p>Distributed by: Direct mail using contacts database; distribution at relevant events; distribution via partners.</p>	As required	A net increase of 10% each year in ‘hits’ on the ESSP website of which 2% will be ‘new’ users (baseline data June 2007, source NetTracker).
<p>Meetings</p>	<p>ESSP Executive Board (open to the public)</p> <p>East Sussex Assembly (members only)</p> <p>East Sussex Chairs and Coordinators</p> <p>Others e.g. specific working groups as required (members only)</p>	See What’s On diary on ESSP website	<ol style="list-style-type: none"> 1. Meetings and meeting papers (for publication) posted on website. 2. 90% target attendance at meetings. 3. Active engagement of partners in the work of ESSP. 4. Regular communications with the district and borough LSPs.
<p>Consultation and engagement</p>	<p>We will use consultation undertaken by partners, county, district and borough councils and other key agencies in the development of the ESISCS.</p> <p>We will consult partners and the public on</p>	See Get Involved page on ESSP website	<ol style="list-style-type: none"> 1. 90% of target attendance at all ESSP events. 2. Active engagement of partners in strategy consultations and evaluative feedback evidencing ownership of the resulting

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	<p>the ESISCS via events and online promotion and feedback, and in accordance with the Compact.</p> <p>We will offer a range of ways in which local organisations and local people can be involved in the work of ESSP.</p>		<p>strategy.</p> <p>3. Awareness by the local public on ESISCS consultations and opportunities to contribute.</p> <p>4. Number of enquiries and complaints (ideally none).</p>
Exhibition or display materials	Funding permitting, it would be good to have materials, such as posters, postcards and/or bookmarks to promote the ESSP website.	TBC	A net increase of 10% each year in 'hits' on the ESSP website of which 2% will be 'new' users (baseline data June 2007, source NetTracker).
Other e.g. advertising, DVDs / videos etc	We will advertise e.g. events, consultations, new resources and any promotional multimedia products through the website, e-bulletins and press releases.	As required	A net increase of 10% each year in 'hits' on the ESSP website of which 2% will be 'new' users (baseline data June 2007, source NetTracker).

INTERNAL COMMUNICATIONS: To facilitate and promote communications between ESSP partners and amongst their staff

Communication Method	Details	Dates	How we will evaluate success
The following is offered as a guide to ways in which partners could include ESSP in their own communication plans.			
Champion/representative	E.g. a named person who champions the partners' involvement with ESSP		E.g. Increased awareness of and support for involvement in ESSP related activity
Intranet (if you have one)	E.g. specific high profile news/events		E.g. Increase awareness/engagement in ESSP related activity
Email	E.g. sent to those involved in ESSP. Used sparingly to avoid email overload		E.g. Good internal communication and awareness about ESSP related activity
Corporate/Organisational briefings and newsletter	E.g. updates on key developments of interest to staff with hyperlink to further information on own and/or ESSP website		E.g. Raised awareness of the work the partner undertakes as part of ESSP
Staff/Departmental team meetings	E.g. Operational team meetings linked to delivery of LAA targets/related services		Successful delivery of LAA targets led by, or involving, the partner organisation

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Other (please describe)	E.g. Copies of press releases to Community Partnership staff at ESCC		Relevant/interesting partner news, information, diary events promoted via ESSP website and e-bulletins
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