

## 1. 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.

## 2. 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 ESSP and more engaged in its work.
2. Internally: To facilitate and promote communications between ESSP partners, their representatives and staff.

## 3. Our audience

1. All ESSP partners
2. Other organisations and partnerships who are, or want to get involved in, the planning and delivery of local services delivered in partnership, in particular the East Sussex Assembly which includes Countywide Thematic Partnerships, District and Borough Councils and Local Strategic Partnerships (LSPs)
3. Local people who want to keep track of the planning and delivery of local services
4. Others relevant bodies, such as: Local Authorities and LSPs outside East Sussex; sub-regional, regional and national agencies; and schools and colleges

#### **4. Communication and Engagement Methods**

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

#### **5. 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, e-News;
3. Links to the ESSP website from the websites and/or newsletters of partners and other organisations; and
4. Attendance levels at ESSP events and meetings.

## 6. 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><b>Website</b> ESSP has an 'Online First' policy, meaning that all updates and information about the partnership should primarily be on the website.</p>	<p><b>The website will be the primary communications 'hub' for ESSP</b> <a href="http://www.essp.org.uk">www.essp.org.uk</a> The site offers a range of information, news, downloads and links available to all. 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 to the website.</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> <li>1. Monitor 'hits' on the ESSP website.</li> <li>2. Increasing volume of locally relevant information, resources, links, news and documents supplied by partners.</li> <li>3. Good balance between local, regional and national information, resources, news stories, documents/reports etc.</li> </ol>
<p><b>Direct mail</b> A cost effective method for a clearly identified audience.</p>	<p><b>Email (direct mail and e-bulletins via free 'subscription') will be the primary communications medium for ESSP</b></p> <ul style="list-style-type: none"> <li>• To annual 'subscribers': newsletters, annual reports, reviews, promotional materials and information about resources - with PDF attachment or hyperlinks to the ESSP website.</li> <li>• To ESSP members, observers and the East Sussex Assembly: meeting papers, monitoring reports and consultations.</li> </ul>	<p>Ongoing</p>	<ol style="list-style-type: none"> <li>1. Minimum of 100 'subscriptions' to the ESSP e-bulletin at any one time.</li> <li>2. Increasing volume of local and locally relevant information, resources, links, news and documents supplied by partners.</li> <li>3. Good balance between local, regional and national information, resources, documents/reports etc.</li> </ol>

<p><b>Twitter</b> Quick and free engagement with wider partners and members of the public.</p>	<p><b>Twitter will act as an extension of the ESSP Website.</b> @essp_EastSussex Twitter enables us to easily update members of the addition of content to the website, share partner developments, and provide information on ESSP events and activities to members, wider partners and members of the public that have chosen to engage with the ESSP.</p>	<p>From June 2016</p>	<ol style="list-style-type: none"> <li>1. A continued increase in Twitter followers.</li> <li>2. Tweets are retweeted and liked by members, wider partners and other followers including online 'community influencers'.</li> </ol>
<p><b>Partner communications</b> Communications channels that partners provide.</p>	<p><b>We will seek to make use of partner's communications channels.</b></p> <p><b>We will also encourage and enable partners to send ESSP relevant information, news and resources etc. for inclusion on the ESSP website, e-bulletins, Twitter and other publications.</b></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. events, services and reports.</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> <li>1. Link to ESSP website from the websites and/or newsletters of partners and other organisations.</li> <li>2. Link to partner websites, documents, events etc. on ESSP website.</li> <li>3. Information about partners, their activities and resources on the ESSP website, in e-bulletins and other ESSP publications.</li> </ol>
<p><b>Membership recruitment</b></p>	<p>Following the 2009 governance review, membership for both the ESSP and East Sussex Assembly will be reviewed</p>	<p>Ongoing</p>	<ol style="list-style-type: none"> <li>1. Identify any obvious representational gaps in membership, particularly countywide thematic partnerships, and</li> </ol>

	and updated regularly to ensure all communities and sector are represented.		<p>ensure all organisations/partnerships are countywide where possible.</p> <ol style="list-style-type: none"> <li>2. Invite any new relevant partners onto the ESSP and East Sussex Assembly.</li> <li>3. Update all member details on database.</li> </ol>
<b>Clarifying ESSP members' representation responsibilities</b>	<p><b>We will seek to clarify members' responsibilities when they are involved in the work of ESSP</b></p> <p>There is a need to support members in their representational roles, building a feedback loop between ESSP and represented organisations and partnerships.</p>	Ongoing	<ol style="list-style-type: none"> <li>1. Provide Information Pack to new and existing members which details the ESSP and East Sussex Assembly member responsibilities.</li> </ol>
<b>Engaging with elected Members</b>	<p><b>We will engage with all three tiers (Parish and Town, Borough and District, and County Councils) of elected Members, raising awareness of the ESSP, and an understanding of its work.</b></p> <p>In line with ESSP's "Online First" Policy, all information produced by the partnership will be available online, accessible to a wide audience, including all elected Members. In addition, e-News subscriptions are available to anyone interested in the partnership, and ESSP meetings are open to the public.</p>	From March 2012	<ol style="list-style-type: none"> <li>1. All County Councillors will be added to the subscription list for e-News.</li> <li>2. Engage via Twitter with elected Members that have accounts, through following them and retweets by online influencers such as the Parish and Town, Borough and District and County Council accounts.</li> </ol>

<p><b>Electronic publication</b></p> <p>Always approved by ESSP support staff at East Sussex County Council (ESCC) or another organisation with capacity, and, if appropriate, agreed with ESSP prior to publication.</p>	<p>Pride of Place, Sustainable Community Strategy for East Sussex 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. meeting papers, to be available from the ESSP website.</p>	<p>Ongoing</p>	
<p><b>Printed publication</b></p> <p>Written by ESSP support staff at ESCC or another organisation with capacity, and, if appropriate, agreed with ESSP prior to publication. NB: This should only be used if other methods are not suitable for our audience.</p>	<p>Limited runs of key documents with hyperlinks to the ESSP website.</p> <p>To follow ESCC editorial guides. Gain a crystal mark (Plain English accreditation) – relevant for high profile publications for the general public e.g. Pride of Place.</p> <p>Distributed by: direct mail using contacts database; distribution at relevant events; and distribution via partners.</p>	<p>As required</p>	
<p><b>Meetings</b></p>	<p>ESSP (open to the public)</p> <p>East Sussex Assembly (members of the East Sussex Assembly and invited guests only)</p> <p>Others e.g. specific working groups as required (members only)</p>	<p>See What's On diary on ESSP website (<a href="http://www.essp.org.uk/What-s-on">www.essp.org.uk/What-s-on</a>)</p>	<ol style="list-style-type: none"> <li>1. Meetings and meeting papers (for publication) posted on website.</li> <li>2. Active engagement of partners in the work of ESSP.</li> <li>3. Regular attendance at ESSP meetings from a majority of ESSP members.</li> <li>4. Regular communications with the District and Borough LSPs.</li> </ol>

<p><b>Other</b> e.g. advertising etc</p>	<p>We will advertise the work of the ESSP, for instance, upcoming events and new resources, through the website, e-bulletins, Twitter and press releases.</p> <p>We will look to raise awareness of the ESSP and an understanding of its work through providing information displays at relevant local events.</p>	<p>As required</p> <p>As required</p>	
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## 7. Internal Communications:

To facilitate and promote communications between ESSP partners, and amongst their staff.

Communication Method	Details	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.		
<b>Champion/representative</b>	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
<b>Intranet (if you have one)</b>	E.g. specific high profile news/events	E.g. Increase awareness/engagement in ESSP related activity
<b>Email</b>	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
<b>Corporate/Organisational briefings and newsletter</b>	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 the ESSP
<b>Other (please describe)</b>	E.g. Copies of communications to ESSP support staff at ESCC	Relevant/interesting partner news, information, diary events promoted via ESSP website and e-bulletins



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