

## Contacting us

We welcome contact about our work from Derby City Partnership members, Derby residents and organisations working for the benefit of the city.

You can contact us between 9.30 am and 4.30 pm on Monday to Friday.

### In our team are:

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### Our office is at:

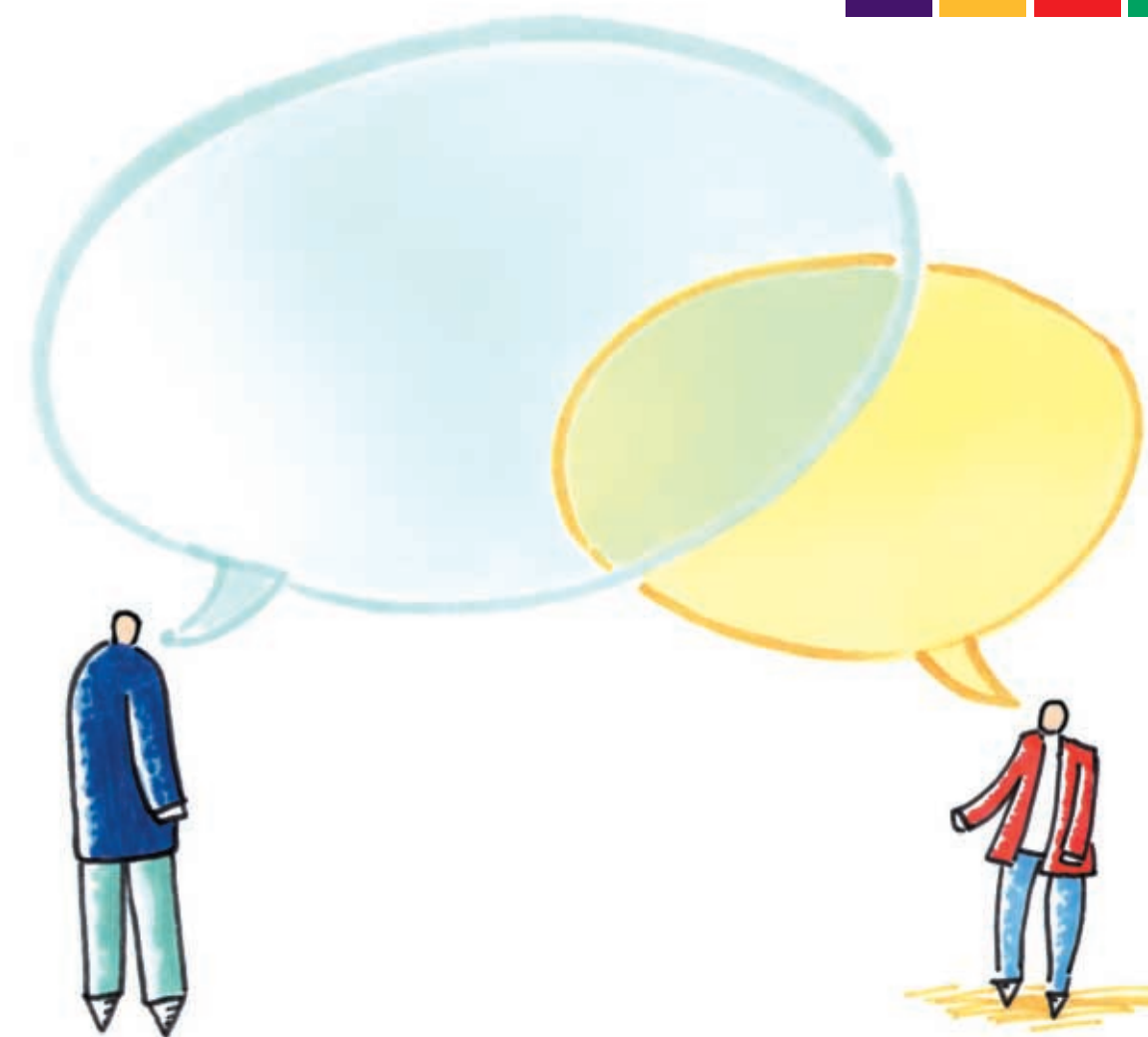
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# Our Communication Plan 2003-2006



**Derby City Partnership**



# Derby City Partnership

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# Communication Plan

## Communication Plan

### ***About Derby City Partnership***

Derby City Partnership is an alliance that brings public, private, voluntary and community sectors together to create a better Derby. Derby City Partnership is also the Local Strategic Partnership in Derby. The government has created Local Strategic Partnerships so that all sectors support each other in renewing our neighbourhoods – that is, improving life for people in the most deprived areas.

### ***Derby City Partnership vision and values***

The Derby City Partnership 2020 vision:

#### ***Derby - pride of East Midlands.***

This means we will work to improve services, create wealth, learning opportunities, a better environment, a better cultural life and attract funding to the city - making Derby a city to be proud of.

We value:

- working together to achieve more
- participation
- creativity and innovation
- openness and integrity
- growth through learning.

### ***Derby City Partnership Team***

A small team supports the work of Derby City Partnership and its many groups. We help to raise the profile of Derby City Partnership, encourage people to become involved in our work, link the many areas of our activity and support Partnership meetings.

### ***How we achieve our vision***

#### **We achieve our vision through:**

- activities of the Derby City Partnership Board, the many Partnership groups and related teams
- promoting and supporting co-operation and joint working between all groups
- encouraging people to become involved in our work
- a high standard of communication to promote our work
- listening to communities and businesses
- liaising with media, individuals and local, regional and national organisations.

## Why we need a Communication Plan

Good communication is essential for us to achieve our vision. We need good communication to:

- promote Derby City Partnership vision and values, priorities and activities
- inform people of how they can feed their views into Derby City Partnership
- provide feedback on how views are taken into account and show accountability for decisions
- establish links with other organisations locally, regionally and nationally
- promote use of Derby City Partnership 'brand'
- react to incidents or news
- measure and evaluate our progress.

*We have a plan to help us to focus on how communication can help us with all this.*

## Who are we communicating with?

### INTERNAL

All people working in Derby City Partnership groups

Individual members of Derby City Partnership

Partner organisations

All teams involved in Derby City Partnership activities

### EXTERNAL

Derby residents

Organisations working in, or for the benefit of, Derby

Visitors

Potential investors

Media

Regional organisations

Other Local Strategic Partnerships across the country

Central government

Other cities

Anyone who wants to know about our work

## Our guiding principles

### Accessible

Making information available in all formats where practical and reasonable.

### Appropriate

Giving the right information, to the right place, in the right way, at the right time.

### Clear

Using plain English that is jargon-free and expressed simply.

### Effective

Making use of easy and reliable systems. Avoiding duplication and adding value through working in partnership.

### High quality

Setting and achieving the highest possible standards and continually reviewing our performance against them.

### Honest

Building and maintaining trust through honesty, consistency and integrity.

### Informative

Maintaining a strong two-way flow of information.

### Open

Encouraging openness, transparency and participation.

## Our current position on communication

### Strengths

Vision: Derby - pride of East Midlands

Clear paperwork

The Link newsletter

Website

Dedicated teams in key activities of the Partnership

Broad representation

Partnership meetings

Wide support for Derby City Partnership

Library of documents on website

Custom and practice

### Weaknesses

Lack of clear message and focus

Media contact

Links with partners' publicity/newsletters

Use of logo and lack of Derby City Partnership brand

Not high enough profile

Lack of awareness about how to contact and influence us

Links with communities and hard to reach groups

### Opportunities

Partners' publications and communication teams

Interactive media

Website potential

Large partnership/many partners

Key teams delivering Partnership work

Presentations to partner and other organisations

### Threats

Large size and complexity of partnership

Raised expectations

Ability to meet new demand for information

Partners' reluctance to badge activity as Derby City Partnership

Inconsistent messages

Technical language

Perception of top-down

## ***Our three-year commitment***

### **By 2006, we are committed to the following actions.**

- 1 Raising the profile of the Derby City Partnership vision and activities.
- 2 Raising awareness in all sectors about their roles in the delivery of the vision.
- 3 Making sure that the role of Derby City Partnership is understood.
- 4 Communicating information in a way that interests the audience.
- 5 Giving Derby residents and businesses a greater say and influence in the work of the Partnership.
- 6 Developing a strong two-way flow of information that supports and encourages teamwork, trust and loyalty.
- 7 Developing a good working relationship with regional and national organisations.
- 8 Developing a good working relationship with local media and partners' communication teams.
- 9 Having a well managed, monitored and evaluated communication function that delivers what all our customers require.

## ***Responsibility for Communication***

### **Derby City Partnership Board**

- agree and adopt vision
- agree principles of communication
- own and promote the Derby City Partnership 'brand'
- spread message to own organisations
- make sure involvement and consultation is open to all
- listen and provide feedback on how views are taken into account
- communicate achievements

### **All other Derby City Partnership Groups**

- link vision to delivery
- create, develop and spread message
- inform Board
- communicate achievements
- make sure involvement and consultation is open to all
- provide feedback on how views are taken into account
- use Derby City Partnership logo
- promote Derby City Partnership aims within their city
- inform Derby City Partnership team

### **Derby City Partnership Team**

- apply principles of communication
- centre of network and focus for message
- flow of information to and from all parts of Derby City Partnership and externally

- explain how Derby City Partnership works
- keep things simple
- communicate achievements
- ensure correct use of logo
- cross reference with partners' communication strategies
- provide publicity and display material
- manage or facilitate public relations and media campaigns
- monitor and evaluate

### **Partnership Teams**







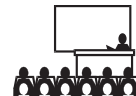


- keep Derby City Partnership team informed
- develop message
- spread Derby City Partnership message
- use Derby City Partnership logo
- advise of opportunities
- maintain two-way flow of information

### **Partner Communication Teams**

- keep in touch
- advise of opportunities
- advise of copy dates
- provide skills/expertise in specialist areas

### **The Public**

- feed in ideas
- advise of difficulties or issues

<b>Channels of communication</b>		
<b>Channels of communication</b>		<b>Priority</b>
<b>Correspondence</b> 	Letters Email Mailing lists Fax	✓ ✓
<b>Audio</b> 	Telephone Textphone	✓
<b>Printed Information</b> 	The Link 2020 vision Flyers Posters	✓
<b>Media - Local and Regional</b> 	Newspapers Freesheets Magazines Radio	✓
	Television Specialist publications	✓
<b>Images</b> 	Logo Photographs Charts Illustrations Video CDs	✓ ✓
<b>Meetings</b> 	Agenda Minutes Executive summaries	✓ ✓
	Reports	✓
<b>Events</b> 	Conferences Workshops Displays Presentations	✓ ✓
<b>Feedback</b> 	Questionnaires Evaluation Listening	
<b>Interactive Media</b> 	Email alerts Website Chat rooms Video conferencing Audio conferencing	✓ ✓

During consultation, we asked partners which channels of communication were most important to them. Channels of communication receiving the highest score are ticked.

## Action Plan 2003-2006








Many of the actions will take place in all of the three years. The timescale gives an indication of when a particular action will be emphasised. We have identified a main focus for each year:

2003-04 – Raising the profile of the Derby City Partnership vision and activities.

2004-05 – Giving Derby residents a greater say and influence in the work of the Partnership.

2005-06 – Having a well-managed, monitored and evaluated communication function that delivers what all our customers require.













**Timescale:** 2003-04  2004-05  2005-06 










<b>1. Raising the profile of the Derby City Partnership vision and activities</b>				
<b>Action</b>	<b>Timescale</b>	<b>Method</b>	<b>Audience</b>	<b>Responsibility</b>
Re-launch 2020 vision		Derby City Partnership (DCP) Week	All audiences	Board
Promote 2020 vision and annual action plan		The Link Newsletter Display boards Presentations Induction Pack Website Media release	All audiences	Board All DCP groups DCP Team All Partnership Teams
Communicate ethos of partnership		Induction Pack Learning Plan	City	Board Cities and sub groups DCP team
Organise DCP Week annually	  	Co-ordination of events	All	All
Identify opportunities for media coverage		Media releases Features in media	City	Board DCP team








Timescale: 2003-04

2004-05

2005-06

<b>2. Raising awareness in all sectors about their roles in the delivery of the vision</b>				
Action	Timescale	Method	Audience	Responsibility
Promote partners' messages/publicity and activities in partnership context		Plasma screen in prominent location Display boards Cross-team meetings	All	DCP team Partnership teams
Assist new partners to become informed and involved	  	Induction session Induction Pack Website	New individual and group members	DCP team All DCP groups
Promote Members' Forum for individuals	  	Presentations DCP week Website/newsletter	Community and employees in Derby Organisations	DCP team All DCP groups
Keep Community Network informed of DCP activity		Reports to Community Network Meetings with Community Network representatives	Community and voluntary sector	Strategy Co-ordination Group All DCP groups DCP team Community Network Development Officer
Promote Community Network membership in DCP and work with Community Network to engage traditionally excluded groups	 	Outreach work with traditionally excluded groups in the community and voluntary sector Meetings Events	Traditionally excluded groups	Community Network Development Officer DCP team All DCP groups
Increase business sector involvement in DCP	 	Work with Southern Derbyshire Chamber and Chamber of Trade to explore barriers/motivation	Businesses in Derby	DCP team All DCP groups











<b>3. Making sure that the role of Derby City Partnership is understood</b>				
Action	Timescale	Method	Audience	Responsibility
Develop DCP identity		Commission proposal for DCP identity that supports Derbies!	All	Board DCP team
Explain what DCP is aiming to do and how it works	  	Website Media DCP week	All	All DCP groups DCP team
Badge work so that DCP contribution is clear	  	Develop strapline for partnership working Monitor partners' media releases	DCP groups	DCP groups/ DCP team
Encourage greater use of Derbies!	 	Circulate guidelines Monitor use of logo	DCP groups Partnership teams	DCP team





<b>4. Communicating information in a way that interests the audience</b>				
Action	Timescale	Method	Audience	Responsibility
Work at local level with communities to communicate DCP message	  	Neighbourhood management Area Panel work Consultation	Local communities	Area and Neighbourhood Unit Consultation Strategy team Councillors
Produce literature appropriate for each audience	  	Information flyer Website Newsletter Media Release	Local communities Partners Media	DCP team
Develop picture library of DCP activities		Professional photographer at DCP events	All	DCP team





Timescale: 2003-04

2004-05





2005-06

<b>5. Giving Derby residents and businesses a greater say and influence in the work of the Partnership</b>				
Action	Timescale	Method	Audience	Responsibility
Add feedback form and contact details to all publicity and publications		Develop/adopt print guidelines	City	DCP team All partnership teams
Annual event for individuals/organisations	  	Annual Forum and Review	City	DCP team
Provide feedback on how people's views are taken into account	 	Media release Board minutes Website Forum	All	Board DCP team
Conduct survey on how DCP impacts on Derby residents and businesses and what people actually want	 	Media Website	City	Board DCP team
Consult annually on findings from initial survey	 	Link with Derby Consultation Strategy Media Website	City	DCP team











<b>6. Developing a strong two-way flow of information that supports and encourages teamwork, trust and loyalty</b>				
Action	Timescale	Method	Audience	Responsibility
Communicate simple messages		Information leaflets Publicity Business summaries	All	All DCP groups DCP team
Develop comprehensive distribution lists		Database Website	City	DCP team
Make meeting papers and reports available widely		Business summary reports Email alerts Website Library of documents on website	All	DCP team Cities and sub groups
Use all available communication channels to develop two-way communication flow		Channels of communication See page 6	All	All DCP groups DCP team

<b>7. Developing a good working relationship with regional and national organisations</b>				
Action	Timescale	Method	Audience	Responsibility
Contribute to regional Local Strategic Partnership (LSP) Network meetings		Attend meetings Submit agenda items	Government Office for the East Midlands Other Local Strategic Partnerships	DCP team
Establish links with the Sub-Regional Strategic Partnership (SSP)		Arrange meetings Put SSP/LSP guidelines into practice	East Midlands Development Agency Sub-Regional Strategic Partnership Government Office for the East Midlands	Board Prosperous City DCP team
Communicate with relevant Government Departments	 	Attend seminars Feed back bureaucracy issues Feed back positive or support issues	Government Departments	DCP team All DCP partners

**8. Developing a good working relationship with local media and partners' communication teams**

Action	Timescale	Method	Audience	Responsibility
Develop distribution list for media releases including copy/programme deadlines		Develop database	Internal DCP team and Board Sub group and city contacts	DCP team
Agree procedures for responses to incidents and news		Proposal to Board	All	DCP team
Identify opportunities for media coverage		Media releases Features in Derby Evening Telegraph TV, radio coverage	City	DCP team
Have trained named media contacts		Media training	Media	DCP team

**9. Having a well-managed, monitored and evaluated communication function that delivers what all our customers require**

Action	Timescale	Method	Audience	Responsibility
Keep database up to date	  	Annual update	DCP	DCP team
Develop baseline information	  	Initial survey	Control group	DCP team
Monitor and evaluate communication activity	 	Further survey of control group Website hits Press cuttings Performance management framework	DCP	DCP team and all contacts
Set in place systems to monitor the action plan	 	Agenda item at DCP team meeting Review SWOT analysis half yearly Keep partners up to date with progress and any changes to the plan	DCP	DCP team and all contacts