

'INTERACTION'

Neighbourhood Management Partnership

Date; 20 February 2007

Title; Interaction Partnership Communications Strategy and Communications Plan 2007/08

Action; For approval

Summary

The attached Communications Strategy sets out the partnership's values, principles and objectives for communication and identifies the key messages which it wants to convey to a range of stakeholders and audiences.

The 2007/08 Communications Plan sets out a range of mediums and events in which it will actively communicate its mission, vision, methods of operation and achievements over the course of 2007/08.

Recommended:

- a) *The Strategy and Plan for 200/087 is adopted and approved by the Board*



Neighbourhood Management Partnership Board

Neighbourhood Management COMMUNICATIONS STRATEGY

Objectives	<p>The Interaction Partnership Team will communicate openly and honestly with our range of audiences to convey our mission, ethos, methods of operation and achievements. We will listen to views and act positively upon feedback.</p> <p>We will use a variety of communication methods, including newsletters, meetings and events ensuring availability and in plain English. We will encourage greater understanding and acceptance from the people of Golf Green and Pier Ward and our supporters.</p> <p>Our communications will help us achieve our goals of improving quality of life, joining up local service delivery and promoting civic pride, responsibility and safety.</p>
Messages	<p>Our Key Messages are:</p> <ol style="list-style-type: none">1. Understanding local needs, issues and concerns and responding to them through targeted and effective action.2. Working in partnership to bring about sustainable improvements to local services and quality of life3. Promoting civic pride and responsibility and improving community safety

<p>Audiences</p>	<p>We want to reach everyone with a stake in the future of Golf Green & Pier Wards. These include'</p> <p>The Community - People living, visiting, and working in both areas.</p> <p>Organisational stakeholders – Agencies and organisations providing local services.</p> <p>Supporters - National and regional and government agencies, funding bodies and partnerships with a strong interest in our performance.</p> <p>Media – National and local media</p> <p>We want a strong and open dialogue with all our audiences in order to develop the way we work, respond positively to problems and issues and continuously improve the delivery of local services.</p> <p>Our target audiences include:</p> <p>Community</p> <ul style="list-style-type: none"> • Families • Pensioners • Children and Young people • Lone parents • Unemployed people • People with disabilities • Jaywick Forum and residents associations • Interest groups • Faith groups <p>Organisational stakeholders</p> <ul style="list-style-type: none"> • Tendring District Council • North East Essex Primary Care Trust • Local schools • Housing associations • Colchester Institute • Tendring Adult Community College • Connexions • Sure Start • CAB • Department of Work & Pensions • Essex Probation Service • Essex Youth Offending Team • Essex Business Link • Essex Chamber of Trade and Commerce • Essex Community Foundation • Essex Fire Authority • Essex Police
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	<ul style="list-style-type: none"> • Tendring Community Voluntary Services • Voluntary organisations <p>Supporters</p> <ul style="list-style-type: none"> • Tendring Council • Tendring LSP • Essex County Council • Essex Learning & Skills Council • Government Office for Eastern Region • East of England Development Agency • English Partnerships • Dept of Local Government and Communities • Neighbourhood Management Network • Local MPs <p>Media</p> <ul style="list-style-type: none"> • Essex County Newspapers, including Evening Gazette • Dream FM • National “trade” periodicals
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<p>Methods</p>	<p>We shall use a variety of methods based on what reaches people most effectively and has the most impact and :</p> <p>This includes:</p> <ul style="list-style-type: none"> • Website • Posters and branding • Newsletters • Community events • News releases for local media • Networking forums and peer organisations • Business correspondence
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Interaction Partnership Communications Plan 2007/08					
Tools & Tactics	Activity	Medium	Message	Audience	Timescale
	Community Warden/ Partnership Launch	Media/ partnership newsletter	1, 2 & 3	All	By 1 April 07
	Partnership Newsletter	newsletter	1,2 & 3	All	Issued a minimum of 3 x year starting March 2007
	Resident Baseline Survey	Written survey	1	Residents of both Pier & Golf Green Wards	Completed by 15 April 07
	Partnership activities	Events	1 and 3	All	Ongoing
	Resident meetings	Public Meetings	1 and 3	Residents	As and when arranged
	Stakeholder Meetings	Theme related Meetings	1 and 2	Other stakeholders	As and when arranged
	Web link (to Tendring DC's website)	Internet	1, 2 and 3	All	Operational by 31 August 2007