

Sustainable Community Strategy/LAA Communication Plan

1. Introduction

The project to deliver a revised Sustainable Community Strategy and second generation Local Area Agreement for Devon is complex and involves a wide range of stakeholders. This Communication Plan seeks to identify the stakeholders and outline the methodology for communicating and disseminating key messages about the project in order to enable shared understanding across the partnership and to maximise the involvement of stakeholders.

The plan documents how information will be disseminated to, and received from, all stakeholders in the project and identifies the means/medium and frequency of communication between the different parties. It is used to establish and manage on-going communications throughout the life of the project.

2. Key Messages

The key messages to be disseminated to stakeholders are as follows:

- Project Objectives
- Government Guidance
- Public Consultation Dates
- Vision
- Priorities
- LAA Drafts
- Project Timetable
- Progress
- Final SCS
- Final LAA

3. Stakeholders

A Stakeholder Map has been developed for this project (see Appendix A) which identifies the relevant stakeholders and their information requirements. The stakeholder list was signed off by the Delivery Board at their meeting on 1 June 2007.

A contact list for every stakeholder group has been developed to establish a key point of contact for each organisation. Messages will be disseminated through that key point of contact. In addition, a 'meetings schedule' has been developed for each stakeholder group – this is to enable the project manager to disseminate information through regular agenda slots.

4. Communication Methods

4.1 Website

The DSP and Devon LAA websites (www.devonsp.org.uk or www.devonlaa.org.uk) will be used as the main method of communication. The website pages will contain a wide range of information regarding the project, including the Project Definition Document (PDD), plans, phases, progress reports, and contacts.

4.2 Newsletter

Monthly project updates will be included in the Devon Strategic Partnership electronic newsletter 'INput'.

4.3 Progress Reports

Progress Reports will be produced every month for the DSP Delivery Board. These will be made available on the DSP website.

4.4 Conference

There will be three conferences during this project:

Date	Agenda
8 February 2007	Vision for Devon and the Sustainable Community Strategy Evidence Base
9 October 2007	Priorities for the Sustainable Community Strategy and the outcomes and actions planning stage of the project
March/April 2008 (tbc)	Final draft of the Devon LAA 2008-2011

4.5 Briefings/Seminars

Government Office for the South West (GOSW) and Communities and Local Government (CLG) will hold various briefings and seminars throughout the course of the project. Attendance at these events will be decided by the Devon Strategic Partnership Delivery Board.

4.6 Email

Government guidance will be circulated to theme partnerships (through the LAA Block Leads) and to the Devon Strategic Partnership Delivery Board by email.

4.7 Press Releases

Communication with the general public and press and media will be undertaken through press releases approved by the Devon Strategic Partnership Delivery Board and disseminated through the Devon County Council press office.

5. Roles and Responsibilities

Communication about this project will, in most cases, be managed by the project manager and Devon Strategic Partnership Development Officer. However, in order for full communication with and involvement of partner organisations represented on the Delivery Board it is essential that Delivery Board members manage the dissemination of key messages and communication within their own organisations.

6. Communication budget

No specific budget has been set aside for communication.

7. Communication Schedule

The communication schedule is attached at Appendix B. It includes the following information:

- Key Messages (what?)
- Stakeholders
- Key Message Dates (when?)
- Information provider (who?)
- Method of communication (how?)

Appendix A – Stakeholder Map

Stakeholder	Project Objectives	Public Consultation	Government Guidance	Vision	Priorities	LAA Drafts	Project Timetable	Progress	Final SCS	Final LAA
DSP Delivery Board:										
<ul style="list-style-type: none"> ▪ Devon County Council ▪ Devon Primary Care Trust* ▪ Devon and Cornwall Constabulary* ▪ District & City Councils ▪ Government Office for the South West ▪ The Environment Agency* ▪ South West Regional Development Agency* ▪ Dartmoor & Exmoor National Park Authority* ▪ Natural England* ▪ Devon Fire and Rescue* ▪ Jobcentre Plus* ▪ Learning and Skills Council* ▪ Neighbouring Authorities 	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Current Theme Partnerships/Working Groups:										
<ul style="list-style-type: none"> ▪ Children's Trust ▪ Safer Devon Partnership ▪ Health & Well-being Partnership ▪ Strong & Sustainable Partnership ▪ Devon Economic Partnership ▪ Devon Futures ▪ Devon Strategic Housing Group ▪ Environment Devon ▪ Common Ground 	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
DSP Partnership Board	✓			✓	✓	✓		✓	✓	✓
Strategic Partnership Chairs Group	✓	✓		✓	✓	✓		✓	✓	✓
District LSPs	✓	✓		✓	✓	✓		✓	✓	✓
Press and media				✓	✓				✓	✓
Community & Voluntary Sector		✓		✓	✓	✓			✓	✓
Members of the public		✓		✓	✓				✓	✓
Devon Rural Network	✓			✓	✓				✓	✓
Equality, Strategy and Scrutiny Group	✓			✓	✓				✓	✓
Health and Safety Executive*	✓			✓	✓				✓	✓
Local Probation Boards*	✓			✓	✓				✓	✓
NHS Trust*	✓			✓	✓				✓	✓
Foundation Trusts (RD&E?)*	✓			✓	✓				✓	✓
Joint Waste Authority*	✓			✓	✓				✓	✓
Sport England*	✓			✓	✓				✓	✓
English Heritage*	✓			✓	✓				✓	✓
Highways Agency*	✓			✓	✓				✓	✓
Active Devon	✓			✓	✓				✓	✓
Town & Parish Councils	✓			✓	✓				✓	✓

* "Duty to co-operate" Partner Agencies

Appendix B – Communication Schedule

Key Message	Stakeholder	When?	How?	Who?	Complete
Project Objectives	All stakeholders except Press and Media and General Public.	June 2007	Publish Project Definition Document on website.	Project Manager	Yes
Government Guidance	DSP Delivery Board Theme Partnerships/working groups	Within 1 day of receipt	By email and post on website.	Project Manager	Ongoing
Public Consultation Dates	DSP Delivery Board Theme Partnerships/working groups District LSPs Community & Voluntary Sector Members of the public	April 2007	By email and post on website.	DSP Dev. Officer	Yes
		July 2007	Ditto.	DSP Dev. Officer	Yes
Project Timetable	DSP Delivery Board Theme Partnerships/working groups	June 2007 and then monthly	Monthly progress reports uploaded onto website and INput.	Project Manager	Yes
Vision	All stakeholders	July 2007	By email and post on website.	DSP Dev. Officer	Yes
Priorities	DSP Delivery Board Theme Partnerships/working groups All stakeholders	Long-list – July 2007	Email to theme leads and Delivery Board. Upload on website.	DSP Dev. Officer	Yes
		Final list – October 2007	Through Sustainable Community Strategy and Press Release.		
Progress	DSP Delivery Board Theme Partnerships/working groups DSP Partnership Board Strategic Partnership Chairs Group District LSPs	see PDD	Monthly progress reports uploaded onto website and INput.	Project Manager	Yes
Final SCS	All stakeholders	October 2007	Website and email notification and Press Release.		
LAA Drafts	DSP Delivery Board Theme Partnerships/working groups DSP Partnership Board Strategic Partnership Chairs Group District LSPs	January 2008	Website and email notification.		
		February 2008	Ditto.		
		March 2008	Ditto.		
Final LAA	All stakeholders	April 2008	Website and email notification and Press Release.		