



Stockport's Local Strategic Partnership Communications Strategy

استراتيجية تبادل المعلومات

কমিউনিকেশন স্ট্র্যাটেজী বা যোগাযোগ কৌশল

通訊計策

استراتژی ارتباطات

رابطوں (کیونٹی کیشنز) سے متعلق حکمت عملی

Introduction

The Stockport Partnership was established as Stockport's local strategic partnership in 2002. The role of the partnership is to improve the quality of life for local people by setting out a long term vision for Stockport, promoting social, environmental and economic wellbeing, pinpointing problems, improving services and targeting resources to address local needs. These aims are set out in more detail in Stockport's Community Strategy, a ten year strategic plan and community vision for the future of the Borough. The Community Strategy is delivered through effective partnership working by the wider 'family' of themed and area partnerships within the borough.

Since the Stockport Partnership was established a number of communications mechanisms have been in place, including a distinct logo and identity, a regular newsletter and a comprehensive website.

In order to ensure that communications are open and effective on an ongoing basis, this document sets down in writing what the communications objectives for the partnership are, and how it intends to strengthen its two-way communications with internal and external audiences.

The Stockport Partnership is committed to ensuring that effective, accessible communications are in place, and where appropriate, publish guidance documents to ensure that consistent messages are shared with partner organisations and the wider Stockport community.

Objectives

1. To communicate the key message that organisations, groups and communities in Stockport are working together to improve the quality of life in the borough, and to raise awareness of the partnership work that is carried out
2. To set out channels of communication between the different parts of the family of partnerships, and the wider community
3. To ensure that all communications are accessible, clear, easy to understand, and up to date
4. To ensure that all communications adhere to a particular style and are recognisable as originating from the partnership, acknowledging key partners where appropriate

Target Audiences

- External: Residents of Stockport
- Internal: Organisations and groups involved in the Stockport Partnership and the wider family of partnerships. This includes the statutory, voluntary, community and business sectors

THE STOCKPORT PARTNERSHIP

Forum					Board				
Main partnership body that meets about twice a year. Wide membership from public, voluntary, community and private sectors.					Meets every 2/3 months to conduct business on behalf of the partnership. Membership is drawn from all sectors of the Forum				
Associated networks such as the Inter-Faith Network and community and voluntary sector networks									
Responsible for overseeing the Stockport Community Strategy 2003-2013									
The Five Challenges									
Putting people first		Developing a strong and responsible economy		Creating safe and healthy communities		Protecting and promoting our environment and heritage		Developing Learning Communities	
THE FAMILY OF PARTNERSHIPS									
Thematic and area partnerships responsible for delivering the Five Challenges									
<ul style="list-style-type: none"> • Stockport Learning Partnership • Stockport Health Improvement Partnership • Stockport Health Act Partnership Board • Safer Stockport Partnership • Stockport Economic Alliance • Stockport Tourism Partnership • Stockport Children and Young Peoples Strategic Partnership • Stockport Community Legal Services Partnership 					<ul style="list-style-type: none"> • Neighbourhood Renewal Partnerships in Brinnington, Adswold and Bridgehall and Offerton • District Centre Partnerships in Marple, Romiley, Bramhall, Cheadle, Cheadle Hulme, Reddish, Edgeley, Hazel Grove and the Heaton's Neighbourhood Centre • Community Partnership pilot in Bredbury, Romiley and Woodley • Stockport Housing Partnership 				

Objective 1

To communicate the key message that organisations, groups and communities in Stockport are working together to improve the quality of life in the borough, and to raise awareness of the partnership work that is carried out

It is important that information is shared and made readily available in a range of media, including printed material, electronic material, and press releases.

External

External communications will be co-ordinated from the Council's Policy Unit, with assistance from the Council's Press Office where appropriate, so that there is one point of focus for contacts and enquiries about the Stockport Partnership.

Internal

Individuals representing organisations and groups on the Stockport Partnership have a responsibility to ensure that communications are cascaded, so that awareness of the work of the partnership is raised throughout. The Council's Policy Unit will assist with this task on request where possible.

Strategy documents	<ul style="list-style-type: none"> • Strategy documents will be produced through consultation • Documents will be sent proactively to all organisations represented on the partnership • They will also be available externally on request, through libraries and information centres, and via the Stockport Partnership website
Newsletters	<ul style="list-style-type: none"> • A newsletter will be produced after each Stockport Partnership Board meeting and will include a transcript of the minutes and information items from the wider family of partnerships • These will be distributed widely on production to all organisations represented on the partnership • They will also be available externally on request, through libraries and information centres, and via the Stockport Partnership website

Annual Reports	<ul style="list-style-type: none"> • An Annual Report will be published in June every year and include any Forum reports and monitoring information for the Community Strategy • These will be distributed widely on production to all organisations represented on the partnership • They will also be available externally on request, through libraries and information centres, and via the Stockport Partnership website
Board papers and minutes	<ul style="list-style-type: none"> • All papers from the Stockport Partnership Board meetings and minutes in the form of the newsletter will be publicly available on the Stockport Partnership website
Website	<ul style="list-style-type: none"> • The website www.stockportpartnership.org.uk will be maintained by the Council's Policy Unit and contain up-to-date information from the partnership and wider family of partnerships
Other media	<ul style="list-style-type: none"> • Press releases and articles in publications such as the Council newspaper 'The Review' and the CVS magazine 'The Bridge' will be produced as necessary and appropriate
Guidance documents	<ul style="list-style-type: none"> • Guidance documents will be produced under the name of the Stockport Partnership as deemed necessary by the Board. • Guidance documents produced so far: <ul style="list-style-type: none"> • The Stockport Compact • Public Participation and Involvement Charter

Key outcomes

- Information about the Stockport Partnership Forum and Board, the Community Strategy and the wider family of partnerships readily available in a variety of formats
- Awareness of partnership working widespread

Objective 2**To set out channels for communication between the different parts of the family of partnerships, and the wider community**Internal Communications

It is important that the channels for internal communications are clear so that partners from all sectors can participate equally within the partnership. This section sets out the channels for communication so that open and effective communication between the different parts of the partnership is possible. A simple guide will be produced for all existing and new Forum members.

Stockport Partnership Board meetings – Agenda setting	<ul style="list-style-type: none">• The Stockport Partnership Board is made up of representatives from the statutory, voluntary, community and business sectors. Any member of any organisation or group on the Forum can raise an issue at the Board, by contacting their sector representatives, or by contacting the Secretary of the Board (details at the back of this document)
Board meetings - Feedback	<ul style="list-style-type: none">• The newsletter contains a transcript from every Board meeting. Any Forum members are welcome to send their comments on any items raised back to the Board, by contacting the Secretary
Cascading information	<ul style="list-style-type: none">• Board and Forum members have a responsibility to ensure that information from the partnership is cascaded throughout their organisation or group. This can be done by circulating copies of the newsletter. Support is available in cascading information if required.
Forum communication	<ul style="list-style-type: none">• Members of the Forum can use the newsletter and the website to communicate with the wider Forum by contacting the administrator of the partnership (see contact at back of document)

Networks	<ul style="list-style-type: none"> • Some groups may not wish to be part of the Forum but may be involved in other networks in the community. Issues can be raised by either submitting an article for the newsletter to the administrator of the partnership (see contact at back of document), or at the Board itself by contacting an appropriate sector representative
Themed and area partnerships	<ul style="list-style-type: none"> • Membership of the Forum and the Board is drawn from the wider family of partnerships. It is the responsibility of members to represent the partnerships that they sit on in addition to the organisations and groups that they belong to • As part of the performance management of the Community Strategy, regular reports from the themed and area partnerships will be made to the Partnership Board and will be available in the Annual Report

External Communications

It is also important that the Stockport Partnership communicates regularly with the wider population of Stockport, that residents are aware of the work of the partnership and are able to contribute to the strategic direction of the borough.

Consultation	<ul style="list-style-type: none"> • Consultation will be carried out in order to develop and review key strategic documents such as the Community Strategy • Efforts will be made to engage all local communities in any consultation exercise • Consultation will be carried out in partnership where possible and appropriate, to avoid duplication • Consultation practices will be evaluated and reviewed
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<p>Public Participation and Involvement Charter</p>	<p>Consultation and involving people in the planning and delivery of services will be carried out in accordance with the principles in the PPI Charter. The Charter commits partners to the following principles:</p> <ul style="list-style-type: none"> • To listen to what people have to say • To actively encourage public involvement in the planning and delivery of services • To be open and honest about what can be changed and what can not • To behave with respect and courtesy to everyone who participates or is involved • To make sure that all necessary information is readily available in different formats as appropriate • To make sure that we recognise the diversity of the communities in Stockport • To give people feedback and keep them informed about the results of their participation • To use a range of participation and involvement techniques to make it easier for people to become involved if they wish to
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Key outcomes

- All partners able to participate equally in the Stockport Partnership
- Effective communication channels established
- Local residents aware of the partnership and able to contribute where appropriate

Objective 3**To ensure that all communications are accessible, clear, easy to understand, and up to date**

Accessibility is an important value to the Stockport Partnership. The partnership will ensure that all direct communications are widely accessible, and will encourage partner organisations to adhere to accessibility standards within their own communications.

Access issues can arise through a number of factors, including disability, language and ethnic background and distance. A number of measures will be put in place to try and counteract these factors.

Printed documents	<ul style="list-style-type: none">• A translation of the title will be put on the front of any printed documents in the most commonly used languages in the borough• Large print, Braille, audio versions and translations of documents will be provided on request. Information regarding this will be included in a prominent place on printed documents• Printed documents will be made widely available in libraries, information centres, receptions etc, and on request from the Council's Policy Unit
Electronic communication	<ul style="list-style-type: none">• All partnership information will be available on the website www.stockportpartnership.org.uk• This website will be reviewed and updated regularly to ensure that it meets the 'Bobby' standard for accessibility
All communications	<ul style="list-style-type: none">• To be written clearly, in plain English, in a font size of 12+, avoiding jargon and providing an explanation of terms where necessary

Key outcomes

- Information is accessible, clear, easy to understand and up-to-date

Objective 4

To ensure that all communications adhere to a particular style and are recognisable as originating from the partnership, acknowledging key partners where appropriate

Where Partnership Forum and Board activity is being publicised through press releases and newsletters it should be made clear that the activity has been carried out under the banner of the Stockport Partnership

Stockport Partnership logo	<ul style="list-style-type: none">• The Stockport Partnership logo should be clearly visible on all communications from the Board and Forum, including all correspondence, newsletters etc...
Other logos	<ul style="list-style-type: none">• Where an initiative supported by the Stockport Partnership has been led by another partnership or organisation, their logos should also be clearly visible on communications
Style	<ul style="list-style-type: none">• All Stockport Partnership Forum and Board communications should be recognisable by the style used, including the guidance documents produced under the name of the partnership

Key outcomes

- Consistent and clearly identifiable communications

Monitoring

Objective	Outcome	How monitored	Timescale	
1	To communicate the key message that organisations, groups and communities in Stockport are working together to improve the quality of life in the borough, and to raise awareness of the partnership work that is carried out	Information about the Stockport Partnership, Community Strategy and the wider family of partnerships readily available in a variety of formats	Annual survey to Forum	Every June with Annual Report
		Awareness of partnership working widespread	Residents survey Employees survey	Every three years as part of wider performance management system
2	To set out channels of communication between the different parts of the partnership, and the wider community	All partners able to participate equally in the Stockport Partnership	Annual survey to Forum	Every June with Annual Report
		Effective communication channels established	<ul style="list-style-type: none"> • Annual survey to Forum • Residents survey 	Every June with Annual Report Every three years as part of wider performance management system
		Local residents aware of the partnership and able to contribute where appropriate	Residents survey	Every three years as part of wider performance management system
3	To ensure that all communications are accessible, clear, easy to understand, and up to date	Information is accessible, clear, easy to understand and up-to-date	Printed material to be assessed by external partners e.g. Disability Stockport Website to be reviewed against Bobby standard	Annually
4	To ensure that all communications adhere to a particular style and are recognisable as originating from the partnership, acknowledging key partners where appropriate	Consistent and clearly identifiable communications	To be monitored on an ongoing basis by administrator	Ongoing

Stockport Partnership Board members

Sector	Name	Position and Organisation
Statutory Sector	Councillor Mark Hunter	Leader of Stockport Council and Chair of Stockport Partnership Board
	Chris Burke	Chief Executive, Stockport NHS Foundation Trust
	Neil Wain	Chief Superintendent, GM Police
	Richard Popplewell	Chief Executive, Stockport Primary Care Trust
	Peter Roberts	Stockport Learning Partnership – Principal of Stockport College
	John Schultz	Chief Executive, Stockport Council
Voluntary and Community Sector	Rob Cookson	Director, Stockport Council for Voluntary Service
	Margaret Brade	Chief Officer, Age Concern Stockport
	Philip Winn	Minister, Stockport Prayer Network
	David Kirwan	Brinnington Community First & Stockport Tenants Federation
Private Sector	Trevor Jones	Stockport Divisional Manager, Manchester Chamber of Commerce
	Daniel Dobson-Mouawad	Director of Economic Development, Manchester Enterprises
Young people	Chris Ashley/ Emma Stones	Members of UK Youth Parliament
Registered Social Landlord	Roger Tuson	Stockport Housing Partnership – Chief Executive, Equity Housing Group

The Stockport Partnership is administered by the Policy Unit at Stockport Council.

Secretary to the Partnership Board:

Louise Richardson, Head of Policy, Stockport Council

Administrator:

Christine Franklin, Policy Assistant, Stockport Council

By Post: Policy Unit, Chief Executive's Service, Stockport Council,
Town Hall (VH) Stockport SK1 3XE

By Telephone: 0161 474 3174

By Email: Communitystrategy@stockport.gov.uk

Website address: www.stockportpartnership.org.uk

A free interpreting service is available if you need help with this information.
Please telephone Stockport Interpreting Unit on 0161 477 9000.
Email: eds.admin@stockport.gov.uk

যদি এই খবরগুলি সম্পর্কে আপনার কোন সাহায্য দরকার হয় তবে বিনা খরচে আপনার জন্য দোডাষীর ব্যবস্থা করা হতে পারে। মেহেরবানী করে স্টকপোর্ট ইন্টারপ্রিটিং ইউনিটে ফোন করুন টেলিফোন নম্বর, 0161 477 9000.

اگر آپ کو ان معلومات کے بارے میں مدد کی ضرورت ہے تو مفت ترجمانی کی سروس دستیاب ہے۔ براہ مہربانی انٹرپرائزنگ یونٹ کو 0161 477 9000 پر فون کریں۔

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