



The Orkney Partnership



**Strategy for Communication
and Community Engagement**



September 2018

All our written information can be made available, on request, in a range of different formats and languages. If you would like this document in any other language or format, please email marie.love@orkney.gov.uk or telephone 01856 873535 extension 2153.

INTRODUCTION

Effective communication is central to the day-to-day work of every member organisation of the Orkney Partnership, and to the Partnership itself. We want all of our communications to be received and understood.

This strategy aims to provide a consistent and comprehensive approach to our delivery of key messages and ensure that our communications are open, honest, clear and concise. It explains the "who, what and how" of The Orkney Partnership's plans to engage and communicate with its stakeholders and the wider community.

- **Who our stakeholders are:** the communities, groups, agencies and individuals which have an interest in The Orkney Partnership
- **What we want to say:** the key messages the Partnership will seek to communicate to each stakeholder group
- **How it will be done:** the media and methods the Partnership will use to engage with each stakeholder group

Leading this work is the role of The Orkney Partnership Board through the member organisations. The Board is supported by three Delivery Groups, each of which takes the lead in planning and implementing action to progress one of the Partnership's three strategic priorities. All of the Partnership's stakeholders have a role to play in community planning, whether through consultation or helping to implement activities which support the Partnership's priorities. Some stakeholders will themselves be the media through which the Partnership will engage with other members of the Orkney community.

One key message which the Partnership will communicate is **what community planning is about:**

- ❖ focusing on the Partnership's strategic priorities for Orkney
- ❖ identifying gaps in service provision where things aren't happening
- ❖ resolving difficult problems which don't have an easy solution and need co-ordinated action or resources from two or more partner agencies
- ❖ adding value to the work of individual partner agencies and inter-agency groups

The way we communicate is constantly evolving to meet changing needs and expectations and this strategy will itself continue to evolve as we move forward.

Further information about media for communication, consultation and engagement, best practice and local resources is available in the [Community Consultation and Engagement Guide](#) issued by the Partnership and available on the Partnership's web pages at <http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/index.asp>.

STAKEHOLDERS

Stakeholder groups	Stakeholders
Orkney Partnership Board	Orkney Partnership Board members Members of the partner boards
Publicly elected representatives	Orkney Islands Council Elected Members Community Councils Member of the Scottish Parliament for Orkney (MSP) List MSPs for the Highlands and Islands Members of the Scottish Youth Parliament (MSYPs) Member of the UK Parliament for Orkney and Shetland (MP) Members of the European Parliament (MEPs)
Communities	Communities of interest, including those online Communities of geography Individual service users People within our chosen localities for Locality Planning Individual service users
Partner agency staff	Staff Unions/professional representative bodies
Third sector	Voluntary bodies and groups Development trusts Social enterprises
Private sector	Individual businesses Trade and sectoral associations Kirkwall BID
External governance	Convention of the Highlands & Islands (CoHI) Scottish Government departments Scottish Ministers Audit Scotland and Accounts Commission UK Government
External networks and peer support	CPP Managers' Network Voluntary Action Scotland COSLA Improvement Service
Inter-agency groups	Statutory partnerships in specific service areas Inter-agency working groups
Media organisations	BBC Radio Orkney The Orcadian Online platforms e.g. The Orkney News National media

COMMUNICATION CHANNELS

Stakeholder groups	Our key messages	The channels we will use
<p>Orkney Partnership Board</p> <p>Orkney Partnership Board members</p> <p>Members of the partner boards</p>	<ul style="list-style-type: none"> ❖ Commit to collective decision making and ownership of collective decisions ❖ Be an advocate for communities and community planning ❖ Be a champion for joint working and joint resourcing ❖ Be accountable for your commitments ❖ Share information to support the delivery of TOP priorities 	<ul style="list-style-type: none"> ✓ Partnership meetings ✓ Development workshops ✓ Emailing lists ✓ Briefings
<p>Publicly elected representatives</p> <p>Orkney Islands Council Elected Members</p> <p>Community Councils</p> <p>Member of the Scottish Parliament for Orkney (MSP)</p> <p>List MSPs for the Highlands and Islands</p> <p>Members of the Scottish Youth Parliament (MSYPs)</p> <p>Member of the UK Parliament for Orkney and Shetland (MP)</p> <p>Members of the European Parliament (MEPs)</p>	<ul style="list-style-type: none"> ❖ What community planning is about ❖ How you can be a conduit for communication between TOP and your constituents ❖ How you can link in to TOP ❖ How you can bring emerging issues to TOP 	<ul style="list-style-type: none"> ✓ Annual survey to help identify emerging issues ✓ Emailing lists ✓ Briefings ✓ Social media ✓ Conference for Community Councils ✓ Invitations to meetings and events ✓ TOP Newsletters

Stakeholder groups	Our key messages	The channels we will use
Partner agency staff Unions/professional representative bodies	<ul style="list-style-type: none"> ❖ Take ownership of decisions ❖ Integrate Local Outcomes Improvement Plan and Delivery Plan actions into ongoing work programme ❖ Demonstrate how activities meet the Local Outcomes Improvement Plan priorities ❖ Share information to support the delivery of TOP priorities 	<ul style="list-style-type: none"> ✓ Enewsletters ✓ Line management meetings and briefings
Communities Communities of interest, including those online Communities of geography People within our chosen localities for Locality Planning Individual service users	<ul style="list-style-type: none"> ❖ What community planning is about ❖ How community planning works to our mutual benefit: ❖ Engage ↔ Identify need ❖ Your role as a stakeholder community ❖ How TOP will engage with you ❖ What will happen as a result ❖ Development of the Locality Plan ❖ Progress in taking forward the actions in the Locality Plan 	<ul style="list-style-type: none"> ✓ Orkneycommunities website ✓ Social media ✓ Online surveys ✓ Consultation ✓ Community newsletters ✓ Community Councils ✓ Elected Members ✓ MSP, MP and MSYPs ✓ Traditional media ✓ Service providers ✓ Youth Forum ✓ Orkney Opinions

Stakeholder groups	Our key messages	The channels we will use
<p>Third sector Voluntary bodies and groups Development trusts Social enterprises</p>	<ul style="list-style-type: none"> ❖ What community planning is about ❖ Your role as Third Sector stakeholders is to contribute <ul style="list-style-type: none"> ❖ skills ❖ knowledge ❖ networks ❖ How you can help TOP to lobby on specific topics e.g. older people, mental health ❖ How you can engage in current TOP priorities ❖ How you can bring emerging issues to TOP 	<ul style="list-style-type: none"> ✓ Third Sector Forum ✓ Third Sector Working Group ✓ Third Sector Interface ✓ Third Sector representatives ✓ TOP Newsletters ✓ Websites ✓ Social media ✓ Briefings ✓ Promotional events
<p>Private sector Individual businesses Trade and sectoral associations Kirkwall BID</p>	<ul style="list-style-type: none"> ❖ What community planning is about ❖ How you can contribute to community planning ❖ How you can bring emerging issues to TOP 	<ul style="list-style-type: none"> ✓ Support team representatives ✓ Surveys and consultation ✓ Business Gateway ✓ Invitations to meetings and events
<p>External governance Scottish Government departments Scottish Ministers Audit Scotland and Accounts Commission UK Government</p>	<ul style="list-style-type: none"> ❖ Reporting of outcomes ❖ Reporting of improved processes ❖ How the Scottish and UK governments can contribute to TOP's strategic priorities ❖ The benefits of increased subsidiarity ❖ How TOP can contribute to national policy development, including the National Islands Plan, island proofing etc 	<ul style="list-style-type: none"> ✓ Scottish Government Location Director for Orkney ✓ Officer contacts ✓ MP, MSP and MSYPs ✓ Correspondence ✓ Reports and briefings ✓ Scotland Office

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<p>External networks and peer support</p> <p>Convention of the Highlands & Islands (CoHI)</p> <p>CP Managers' Network</p> <p>COSLA</p> <p>Improvement Service</p> <p>Our Islands Our Future</p> <p>Islands Strategic Group</p>	<ul style="list-style-type: none"> ❖ How TOP can contribute to your network What your network can do for TOP ❖ The mutual benefits of sharing best practice 	<ul style="list-style-type: none"> ✓ COSLA Leaders' Group ✓ COSLA Convention ✓ Representation at group and network meetings, in person or via Skype ✓ KnowledgeHub ✓ Officer contacts
<p>Inter-agency groups</p> <p>Statutory partnerships in specific service areas</p> <p>Inter-agency working groups</p>	<ul style="list-style-type: none"> ❖ What Community Planning is about ❖ Your group's achievements are valued ❖ Keep us posted: how you can update TOP ❖ How you can bring emerging issues to TOP 	<ul style="list-style-type: none"> ✓ Your group's members in common with the Orkney Partnership Board ✓ TOP support team ✓ TOP Newsletters
<p>Media organisations</p> <p>BBC Radio Orkney</p> <p>The Orcadian</p> <p>Online platforms</p> <p>National media</p>	<ul style="list-style-type: none"> ❖ What Community Planning is about ❖ What's working ❖ News stories 	<ul style="list-style-type: none"> ✓ Press releases ✓ Invitations to meetings and events ✓ Newsletters