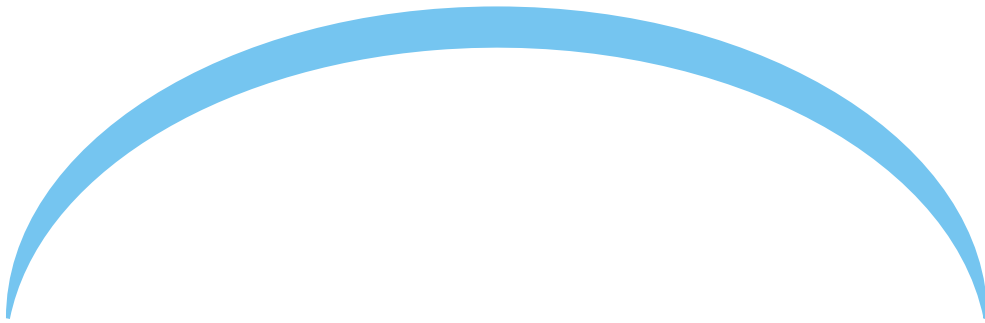


Orkney Community Planning Partnership



**Orkney Partnership Strategy for Communication
and Community Engagement**



June 2015

INTRODUCTION

This strategy explains the "who, what and how" of Orkney Community Planning 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 Orkney Community Planning 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. The Board is supported by three Delivery Partnerships, 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. And 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

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

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 anna.whelan@orkney.gov.uk or telephone 01856 873535 extension 2160.

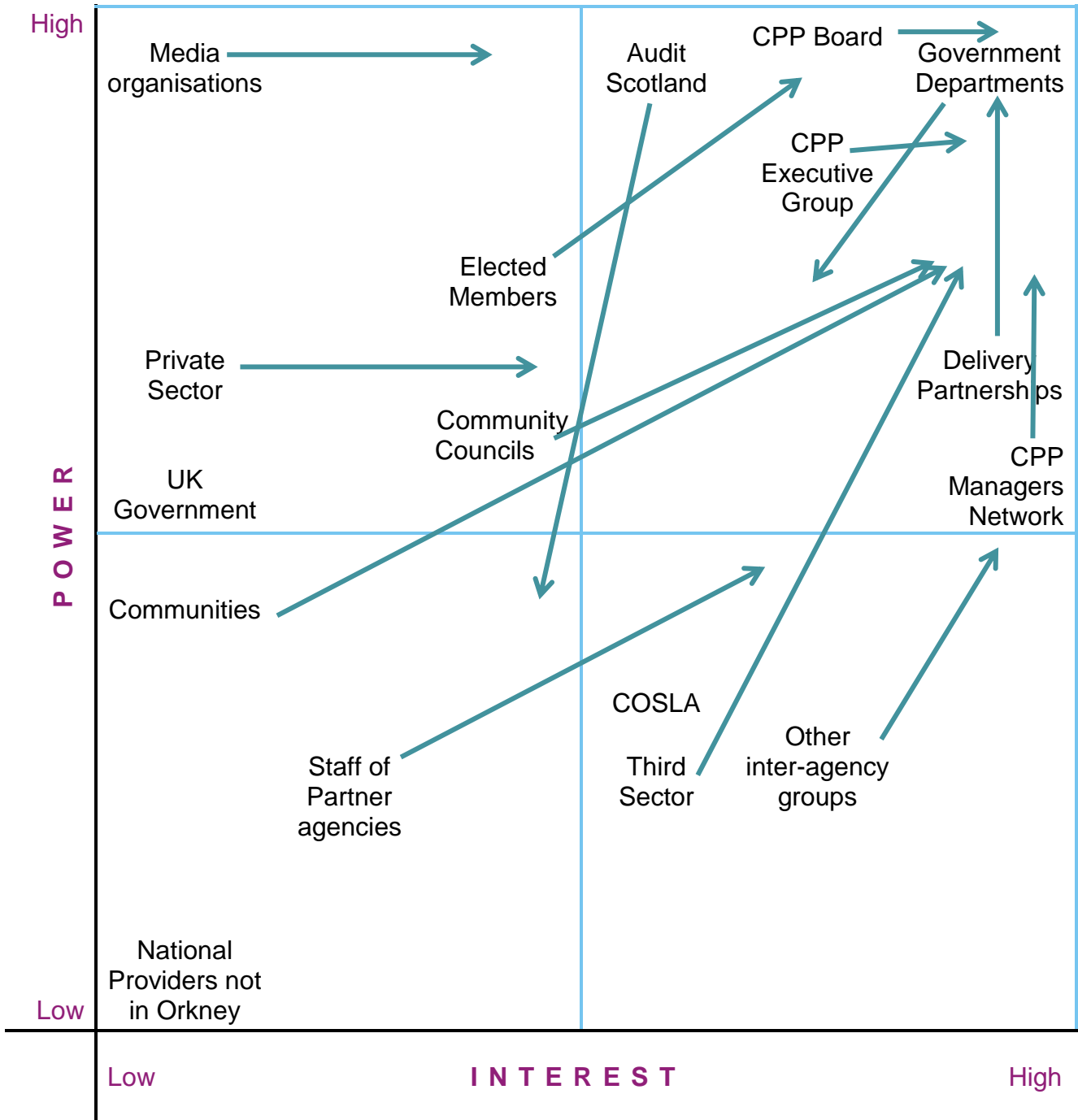
STAKEHOLDERS

Stakeholder groups	Stakeholders
Orkney Partnership Board	Orkney Partnership Board members Members of partner agency boards Partner agency staff
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 Communities of geography Individual service users
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 <ul style="list-style-type: none"> • Community Planning Division • Third Sector Division • Public Bodies & Public Service Reform Division • Other 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 National media

POWER / INTEREST STAKEHOLDER GRID

The grid shows the desired direction of travel of selected stakeholders as an outcome of the Partnership's communication and community engagement strategy.

Where no arrow is shown, the stakeholder is considered to be already situated at the optimal position for mutual benefit.



COMMUNICATION CHANNELS

Stakeholder groups	Our key messages	The media we will use
<p>Orkney Partnership Board members</p> <p>Members of partner agency boards</p> <p>Partner agency staff</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 OCPP 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 OCPP and your constituents ❖ How you can link in to OCPP ❖ How you can bring emerging issues to OCPP 	<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

Stakeholder groups	Our key messages	The media we will use
<p>Communities</p> <p>Communities of interest</p> <p>Communities of geography</p> <p>Individual service users</p>	<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 OCPP will engage with you ❖ What will happen as a result 	<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
<p>Third sector</p> <p>Voluntary bodies and groups</p> <p>Development trusts</p> <p>Social enterprises</p>	<ul style="list-style-type: none"> ❖ What community planning is about ❖ Your role as Third Sector stakeholders is to contribute ❖ skills ❖ knowledge ❖ networks ❖ How you can help OCPP to lobby on specific topics e.g. older people, mental health ❖ How you can engage in current OCPP priorities ❖ How you can bring emerging issues to OCPP 	<ul style="list-style-type: none"> ✓ Third Sector Forum ✓ Third Sector Working Group ✓ Third Sector Interface ✓ Third Sector representatives ✓ Newsletters ✓ Websites ✓ Social media ✓ Briefings ✓ Promotional events
<p>Private sector</p> <p>Individual businesses</p> <p>Trade and sectoral associations</p> <p>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 OCPP 	<ul style="list-style-type: none"> ✓ Support team representatives ✓ Surveys and consultation ✓ Business Gateway ✓ Invitations to meetings and events

Stakeholder groups	Our key messages	The media we will use
<p>External governance</p> <p>Convention of the Highlands & Islands (CoHI)</p> <p>Scottish Government</p> <ul style="list-style-type: none"> • Community Planning Division • Third Sector Division • Public Bodies & Public Service Reform Division • Other Scottish Government departments • Scottish Ministers <p>Audit Scotland and Accounts Commission</p> <p>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 OCPP's strategic priorities ❖ The benefits of increased subsidiarity ❖ How OCPP can contribute to national policy development, including island proofing 	<ul style="list-style-type: none"> ✓ Scottish Government Location Director for Orkney ✓ Officer contacts ✓ MP, MSP and MSYPs ✓ Correspondence ✓ Reports and briefings ✓ Scotland Office
<p>External networks and peer support</p> <p>CPP Managers' Network</p> <p>Voluntary Action Scotland</p> <p>COSLA</p> <p>Improvement Service</p>	<ul style="list-style-type: none"> ❖ How OCPP can contribute to policy development ❖ The mutual benefits of sharing best practice ❖ What your group can do for OCPP 	<ul style="list-style-type: none"> ✓ COSLA Leaders' Group ✓ COSLA Convention ✓ Managers' Network meetings ✓ 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 OCPP ❖ How you can bring emerging issues to OCPP 	<ul style="list-style-type: none"> ✓ Your group's members in common with the Orkney Partnership Board ✓ OCPP support team
<p>Media organisations</p> <p>BBC Radio Orkney</p> <p>The Orcadian</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

