



Orkney Community Planning Partnership

*Working together for a better Orkney*

Orkney Community Planning Partnership

Communications Strategy

2010-2011

*Version 1.1, May 2010*



The Mission of the Orkney Community Planning Partnership is to:

***“ensure that local organisations work together and with communities to improve the quality of people’s lives, provide better services, and create a shared vision for the future to which we can all subscribe”***

***(Orkney 2020 – Our Community Plan)***

#### Table of contents

1.	Introduction	Page 3
2.	Orkney Community Planning Partnership structure	Page 4
3.	Internal communications	Page 6
4.	External communications	Page 8
5.	Contacts	Page 8



## Introduction

This document considers the way in which the Orkney Community Planning Partnership (The Partnership) will communicate internally and externally. Definitions of what we mean by these terms will be provided later in this strategy.

This strategy covers the period 2010-11 in line with the first Partnership Single Outcome Agreement. It will be reviewed annually and approved by the Partnership Liaison Group. The strategy also includes an Action Plan and this will also be monitored alongside the annual review of the communications strategy.

Communication should promote the role of the Orkney Community Planning Partnership and its activities clearly to everyone in Orkney. This should be done in plain English, in accessible formats and in a succinct and interesting format. The Community Planning logo and the logos of key partner agencies will be made use of in communication to develop links between the audience and Community Planning.

The Partnership understands that staff and the public are busy and cannot be expected to read lengthy documents unless the content is relevant to them. However, consultation with Community Councils tells us that if something is of interest to them and/or is relevant to their job then the Orkney public are more likely to read it and more importantly become engaged with it. Therefore, the promotion of Community Planning to those not directly involved, and to the public, will be done “little and often”.

Consultation with Community Councils regarding public performance information told the Council that they prefer information made available to the public to be:

- ✓ **not expensive or time consuming to produce**
- ✓ **interesting in a factual, short, snappy format with a mix of graphs or charts and numerical data**
- ✓ **in plain English**
- ✓ **honest, with respect to what the Council has achieved and has not**
- ✓ **not numerical data in isolation, must be compared or explained to be meaningful**

These are the standards which the Partnership will also adopt with regard to communication.



## **The Partnership structure**

The structure of the Partnership is fluid, in that it changes to meet changing priorities. The Partnership itself does not have legal powers, but the duty to facilitate Community Planning, and for partners to participate, is enforced by the Local Government in Scotland Act 2003. The work and work priorities of the Partnership are guided by the Steering Group, which comprises:

- Orkney Islands Council (lead organisation)
- NHS Orkney
- Voluntary Action Orkney
- Highlands and Islands Enterprise
- Northern Constabulary
- Highlands and Islands Fire and Rescue Service

A wide range of other agencies, and organisations from the public, community, voluntary and private sector play an active role in the Partnership.

The Partnership is structured around eight shared strategic priorities (taken from the Orkney Community Plan 2007-2020), with thematic groups which meet to put actions in place:

- Health and wellbeing
- Housing
- Transport and travel
- Our environment
- Our economy
- Learning
- Culture
- Keeping Orkney Safe

The Community Planning website includes information on the purpose of the Partnership, the structure and who is involved. The Partnership Guide has a useful introduction to the roles and remits of the groups. Please refer to the links at the end of this document for references.



# Orkney Community Planning Partnership

*Working together for a better Orkney*



## **Internal Communications**

By Internal communications, we mean communications between the key partners and thematic groups within the Partnership. There should be an effective flow of communication within the Partnership, understood by all individuals involved.

The Community Planning website has information materials, key documents such as the Single Outcome Agreement, minutes and news and is available to everyone.

### **Thematic Groups:**

The process for thematic groups to report to other groups within the Partnership such as the Partnership Liaison Group or Steering Group is via the Chair of their respective thematic group. The Chair of each thematic group has a seat on the Partnership Liaison Group and will present the topic on behalf of the thematic group at a meeting or through another form of communication.

From time to time, a thematic group may wish to pass on information to another thematic group. The process for doing so would depend upon the circumstances and timing of meetings. It would be good practice to send information to the Community Planning Officer (contact details at the end of this document) who may circulate to required group or groups. This may include an invitation to an event or information of relevance to other groups.

In some cases it may be more appropriate to highlight an issue to groups within the same Strategic Priority. The process for doing so would be the same as above, via the Community Planning Officer.

### **Partnership Liaison Group:**

The Partnership Liaison Group meets around four times per year, usually several days before a Steering Group meeting.

Minutes of the Partnership Liaison Group meetings are made available to the public via the Community Planning website. This is done by the Community Planning Officer following the approval of the minutes at the next meeting.

The main role of the Partnership Liaison Group is to provide advice and guidance to the Steering Group. This may be:

- Verbally via the Chair of the Partnership Liaison Group (who has a seat on the Steering Group)
- In a formal report. This should be approved by the Partnership Liaison Group first.



- From a sub-group of the Partnership Liaison Group, set up to consider a specific topic and provide advice to the Steering Group
- In attendance at a Steering Group meeting to make a presentation or to discuss a specific topic. Requests to make such a presentation should be made via the Secretary to the Steering Group in the first instance.

At the Partnership Liaison Group meetings, the agenda for the next meeting of the Steering Group agenda will be made available for comment as well as an update from the Chair on these agenda items. Previous minutes will also be made available to the Partnership Liaison Group.

Up to two thematic groups provide updates to each Partnership Liaison Group meeting. This is a useful way of cascading information to other groups.

The key link between the Steering Group and the Partnership Liaison Group is the Chair of the Partnership Liaison Group (currently the Chair of the Data Sharing Partnership, Elaine Grieve) who represents the views of the eight themes within the Partnership and provides updates and progress to the Partnership Liaison Group on Steering Group issues and vice versa.

### **Steering Group:**

The Steering Group, as the name suggests, provides the drive and direction for Community Planning. It is therefore important that their vision is communicated amongst the Partnership and that they are kept informed of the Partnership Liaison Group's view and advice. This requires a successful flow of information in both directions.

Minutes of the Steering Group meetings are made available to everyone via the Community Planning website. This is done by the Community Planning Officer following the approval of the minutes. A press release is also issued following the meeting highlighting points of interest.

The Secretaries for each of these groups will assist with communication for these groups as required and their contact details can be found at the end of this document.

### **Internal communications within Orkney Islands Council**

Orkney Islands Council is the lead agency for Community Planning in Orkney. Key partners have a responsibility to cascade information within their organisation and each has their own communication processes. This strategy does not seek to prescribe the way in which information should be cascaded in partner organisations.

Within Orkney Islands Council, the following groups receive information as a minimum as set out below:

Policy and Resources Committee

Progress reports twice per year to include thematic group updates



Corporate Management Team	Steering Group minutes circulated to this group once approved. Steering Group Agenda is circulated to this group prior to the meeting.
Staff	Features in staff newsletter, Newslite. An e-mail bulletin four times per year with bullet point information about progress in Community Planning.
General	Presentations and representation of Community Planning at meetings as and when required to discuss the Single Outcome Agreement and report progress.

### **External communications**

External communication refers to communication with the Orkney population, the Scottish Government and other external organisations and individuals.

The Partnership will work jointly in keeping the public informed of budgetary constraints and the impacts of the recession. It will take a proactive approach towards preparing the public for what this might mean for them for example, changes to services they receive and wage freezes. This policy will help to communicate that decisions are not made by individual organisations in isolation, but by all partner agencies acting together in the best interests of Orkney.

### **Orkney residents**

Orkney residents have access to the Partnership website where they can view minutes and information about Community Planning should they wish. A set of Community Engagement Guidelines has been produced and adopted by the Partnership. These are intended to help partner agencies when communicating with particular communities or the residents of Orkney as a whole.

All communication with the public will be done in a way which explains Community Planning in a straightforward, clear and succinct manner. Messages should be consistent and communications will make use of the branding package for Community Planning and logos for key partners to emphasise their involvement. The branding package is available on request to the Community Planning Officer. This includes logos, colour elements and font Arial 11.

There are two local newspapers: 'The Orcadian' and 'Orkney Today'. Both have a good distribution and offer cost effective ways to communicate to the residents of Orkney. There is also a local radio station, Radio Orkney which can be a useful resource for interviews on hot topics.

### **Scottish Government and other agencies**



Communication with the Scottish Government and external agencies should be done in a timely and formal manner. The Partnership will respond to all correspondence from other Community Planning Partnerships in order to promote good network relationships.



### Contact information

- Secretary to the Steering Group:  
Anna Whelan  
Head of Corporate and  
Community Strategy  
Orkney Islands Council  
School Place  
Kirkwall  
Orkney  
[anna.whelan@orkney.gov.uk](mailto:anna.whelan@orkney.gov.uk)
- Secretary to Partnership Liaison  
Group:  
Hannah laird  
Community Planning Officer  
Orkney Islands Council  
School Place  
Kirkwall  
Orkney  
[hannah.laird@orkney.gov.uk](mailto:hannah.laird@orkney.gov.uk)



### Links to information referred to within this Strategy

- Family Tree  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/Structure/Fam%20tree%20front%20cover.pdf>
- Consultation and Engagement Guidelines  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/Community%20Engagement/Community%20Engagement%20guidelines.pdf>
- Partnership Guide  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/PARTNERSHIP%20GUIDE%20v1.2%20May%2009.pdf>





# Orkney Community Planning Partnership

*Working together for a better Orkney*

Activity	Group	Frequency	Lead	Status
E-mail bulletins	OIC staff global e-mail and to contacts in agencies, who are encouraged to send on to all staff	4 times per year	Community Planning Officer (HL)	
Progress reports	Policy and Resources Committee	2 times per year	Community Planning Officer (HL)	
Minutes of Steering Group meetings received by e-mail	Corporate Management Team	After each SG meeting	Secretary to Steering Group (AW)	
Regular meetings	Partnership Liaison Group	4 times per year	Community Planning Officer (HL)	
Regular meetings	Steering Group	6 times per year	Secretary to Steering Group (AW)	
Community Planning website	N/A	Updated regularly, as required	Community Planning Officer (HL)	
Thematic group updates	Partnership Liaison Group	2 per meeting	Thematic Group Chairs	
Press release following Steering Group meeting	Steering Group	After each SG meeting	Secretary to Steering Group (AW)	
Joint press releases relating to the budgetary challenges	Steering Group	As and when required	OIC Communications Office and Community Planning Officer	



Orkney Community Planning Partnership

*Working together for a better Orkney*

Orkney Community Planning Partnership

Communications Strategy

2010-2011

*Version 1.1, May 2010*



The Mission of the Orkney Community Planning Partnership is to:

***“ensure that local organisations work together and with communities to improve the quality of people’s lives, provide better services, and create a shared vision for the future to which we can all subscribe”***

***(Orkney 2020 – Our Community Plan)***

#### Table of contents

1.	Introduction	Page 3
2.	Orkney Community Planning Partnership structure	Page 4
3.	Internal communications	Page 6
4.	External communications	Page 8
5.	Contacts	Page 8



## Introduction

This document considers the way in which the Orkney Community Planning Partnership (The Partnership) will communicate internally and externally. Definitions of what we mean by these terms will be provided later in this strategy.

This strategy covers the period 2010-11 in line with the first Partnership Single Outcome Agreement. It will be reviewed annually and approved by the Partnership Liaison Group. The strategy also includes an Action Plan and this will also be monitored alongside the annual review of the communications strategy.

Communication should promote the role of the Orkney Community Planning Partnership and its activities clearly to everyone in Orkney. This should be done in plain English, in accessible formats and in a succinct and interesting format. The Community Planning logo and the logos of key partner agencies will be made use of in communication to develop links between the audience and Community Planning.

The Partnership understands that staff and the public are busy and cannot be expected to read lengthy documents unless the content is relevant to them. However, consultation with Community Councils tells us that if something is of interest to them and/or is relevant to their job then the Orkney public are more likely to read it and more importantly become engaged with it. Therefore, the promotion of Community Planning to those not directly involved, and to the public, will be done “little and often”.

Consultation with Community Councils regarding public performance information told the Council that they prefer information made available to the public to be:

- ✓ **not expensive or time consuming to produce**
- ✓ **interesting in a factual, short, snappy format with a mix of graphs or charts and numerical data**
- ✓ **in plain English**
- ✓ **honest, with respect to what the Council has achieved and has not**
- ✓ **not numerical data in isolation, must be compared or explained to be meaningful**

These are the standards which the Partnership will also adopt with regard to communication.



## **The Partnership structure**

The structure of the Partnership is fluid, in that it changes to meet changing priorities. The Partnership itself does not have legal powers, but the duty to facilitate Community Planning, and for partners to participate, is enforced by the Local Government in Scotland Act 2003. The work and work priorities of the Partnership are guided by the Steering Group, which comprises:

- Orkney Islands Council (lead organisation)
- NHS Orkney
- Voluntary Action Orkney
- Highlands and Islands Enterprise
- Northern Constabulary
- Highlands and Islands Fire and Rescue Service

A wide range of other agencies, and organisations from the public, community, voluntary and private sector play an active role in the Partnership.

The Partnership is structured around eight shared strategic priorities (taken from the Orkney Community Plan 2007-2020), with thematic groups which meet to put actions in place:

- Health and wellbeing
- Housing
- Transport and travel
- Our environment
- Our economy
- Learning
- Culture
- Keeping Orkney Safe

The Community Planning website includes information on the purpose of the Partnership, the structure and who is involved. The Partnership Guide has a useful introduction to the roles and remits of the groups. Please refer to the links at the end of this document for references.



# Orkney Community Planning Partnership

*Working together for a better Orkney*



## **Internal Communications**

By Internal communications, we mean communications between the key partners and thematic groups within the Partnership. There should be an effective flow of communication within the Partnership, understood by all individuals involved.

The Community Planning website has information materials, key documents such as the Single Outcome Agreement, minutes and news and is available to everyone.

### **Thematic Groups:**

The process for thematic groups to report to other groups within the Partnership such as the Partnership Liaison Group or Steering Group is via the Chair of their respective thematic group. The Chair of each thematic group has a seat on the Partnership Liaison Group and will present the topic on behalf of the thematic group at a meeting or through another form of communication.

From time to time, a thematic group may wish to pass on information to another thematic group. The process for doing so would depend upon the circumstances and timing of meetings. It would be good practice to send information to the Community Planning Officer (contact details at the end of this document) who may circulate to required group or groups. This may include an invitation to an event or information of relevance to other groups.

In some cases it may be more appropriate to highlight an issue to groups within the same Strategic Priority. The process for doing so would be the same as above, via the Community Planning Officer.

### **Partnership Liaison Group:**

The Partnership Liaison Group meets around four times per year, usually several days before a Steering Group meeting.

Minutes of the Partnership Liaison Group meetings are made available to the public via the Community Planning website. This is done by the Community Planning Officer following the approval of the minutes at the next meeting.

The main role of the Partnership Liaison Group is to provide advice and guidance to the Steering Group. This may be:

- Verbally via the Chair of the Partnership Liaison Group (who has a seat on the Steering Group)
- In a formal report. This should be approved by the Partnership Liaison Group first.



- From a sub-group of the Partnership Liaison Group, set up to consider a specific topic and provide advice to the Steering Group
- In attendance at a Steering Group meeting to make a presentation or to discuss a specific topic. Requests to make such a presentation should be made via the Secretary to the Steering Group in the first instance.

At the Partnership Liaison Group meetings, the agenda for the next meeting of the Steering Group agenda will be made available for comment as well as an update from the Chair on these agenda items. Previous minutes will also be made available to the Partnership Liaison Group.

Up to two thematic groups provide updates to each Partnership Liaison Group meeting. This is a useful way of cascading information to other groups.

The key link between the Steering Group and the Partnership Liaison Group is the Chair of the Partnership Liaison Group (currently the Chair of the Data Sharing Partnership, Elaine Grieve) who represents the views of the eight themes within the Partnership and provides updates and progress to the Partnership Liaison Group on Steering Group issues and vice versa.

### **Steering Group:**

The Steering Group, as the name suggests, provides the drive and direction for Community Planning. It is therefore important that their vision is communicated amongst the Partnership and that they are kept informed of the Partnership Liaison Group's view and advice. This requires a successful flow of information in both directions.

Minutes of the Steering Group meetings are made available to everyone via the Community Planning website. This is done by the Community Planning Officer following the approval of the minutes. A press release is also issued following the meeting highlighting points of interest.

The Secretaries for each of these groups will assist with communication for these groups as required and their contact details can be found at the end of this document.

### **Internal communications within Orkney Islands Council**

Orkney Islands Council is the lead agency for Community Planning in Orkney. Key partners have a responsibility to cascade information within their organisation and each has their own communication processes. This strategy does not seek to prescribe the way in which information should be cascaded in partner organisations.

Within Orkney Islands Council, the following groups receive information as a minimum as set out below:

Policy and Resources Committee

Progress reports twice per year to include thematic group updates



Corporate Management Team

Steering Group minutes circulated to this group once approved. Steering Group Agenda is circulated to this group prior to the meeting.

Staff

Features in staff newsletter, Newslite. An e-mail bulletin four times per year with bullet point information about progress in Community Planning.

General

Presentations and representation of Community Planning at meetings as and when required to discuss the Single Outcome Agreement and report progress.

### **External communications**

External communication refers to communication with the Orkney population, the Scottish Government and other external organisations and individuals.

The Partnership will work jointly in keeping the public informed of budgetary constraints and the impacts of the recession. It will take a proactive approach towards preparing the public for what this might mean for them for example, changes to services they receive and wage freezes. This policy will help to communicate that decisions are not made by individual organisations in isolation, but by all partner agencies acting together in the best interests of Orkney.

### **Orkney residents**

Orkney residents have access to the Partnership website where they can view minutes and information about Community Planning should they wish. A set of Community Engagement Guidelines has been produced and adopted by the Partnership. These are intended to help partner agencies when communicating with particular communities or the residents of Orkney as a whole.

All communication with the public will be done in a way which explains Community Planning in a straightforward, clear and succinct manner. Messages should be consistent and communications will make use of the branding package for Community Planning and logos for key partners to emphasise their involvement. The branding package is available on request to the Community Planning Officer. This includes logos, colour elements and font Arial 11.

There are two local newspapers: 'The Orcadian' and 'Orkney Today'. Both have a good distribution and offer cost effective ways to communicate to the residents of Orkney. There is also a local radio station, Radio Orkney which can be a useful resource for interviews on hot topics.

### **Scottish Government and other agencies**





Communication with the Scottish Government and external agencies should be done in a timely and formal manner. The Partnership will respond to all correspondence from other Community Planning Partnerships in order to promote good network relationships.



### Contact information

- Secretary to the Steering Group:  
Anna Whelan  
Head of Corporate and  
Community Strategy  
Orkney Islands Council  
School Place  
Kirkwall  
Orkney  
[anna.whelan@orkney.gov.uk](mailto:anna.whelan@orkney.gov.uk)
- Secretary to Partnership Liaison  
Group:  
Hannah laird  
Community Planning Officer  
Orkney Islands Council  
School Place  
Kirkwall  
Orkney  
[hannah.laird@orkney.gov.uk](mailto:hannah.laird@orkney.gov.uk)



### Links to information referred to within this Strategy

- Family Tree  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/Structure/Fam%20tree%20front%20cover.pdf>
- Consultation and Engagement Guidelines  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/Community%20Engagement/Community%20Engagement%20guidelines.pdf>
- Partnership Guide  
<http://www.orkneycommunities.co.uk/COMMUNITYPLANNING/documents/PARTNERSHIP%20GUIDE%20v1.2%20May%2009.pdf>



# Orkney Community Planning Partnership

*Working together for a better Orkney*

Activity	Group	Frequency	Lead	Status
E-mail bulletins	OIC staff global e-mail and to contacts in agencies, who are encouraged to send on to all staff	4 times per year	Community Planning Officer (HL)	
Progress reports	Policy and Resources Committee	2 times per year	Community Planning Officer (HL)	
Minutes of Steering Group meetings received by e-mail	Corporate Management Team	After each SG meeting	Secretary to Steering Group (AW)	
Regular meetings	Partnership Liaison Group	4 times per year	Community Planning Officer (HL)	
Regular meetings	Steering Group	6 times per year	Secretary to Steering Group (AW)	
Community Planning website	N/A	Updated regularly, as required	Community Planning Officer (HL)	
Thematic group updates	Partnership Liaison Group	2 per meeting	Thematic Group Chairs	
Press release following Steering Group meeting	Steering Group	After each SG meeting	Secretary to Steering Group (AW)	
Joint press releases relating to the budgetary challenges	Steering Group	As and when required	OIC Communications Office and Community Planning Officer	