

hartlepoolpartnership



Communication Strategy 2011-12



Introduction

This strategy sets out how the Hartlepool Partnership will communicate with the residents of Hartlepool, our partners and others. Effective communication is vital if the Partnership is to clearly portray its vision and aims. The main aim of this strategy is to ensure that we communicate in the best, most efficient way possible and in doing this we acknowledge that communication is a two-way process – we can only achieve this aim if we both inform people of our objectives and take their views into account.

Aim of communication

To present a strong and consistent message the Partnership needs to ensure its communications reach the right audiences in the best format. Good communication is also needed to help achieve the vision of the Community Strategy. To do this we need to:

- Increase public awareness of the Hartlepool Partnership
- Promote the vision and values of the Partnership and highlight its priorities and activities
- Inform people about how to get involved and how to feed their views into the Partnership
- Provide feedback on how their views are taken into account and to show accountability for the Partnerships decisions

Who we are communicating with

We need to be clear about whom we are communicating with and tailor our communications so that those who receive them clearly understand the information being shared. Those target audiences are:

- the Strategic Partners Group
- Theme Groups
- Partner organisations
- People who live and work in Hartlepool
- the Media
- Organisations working in and for the benefit of Hartlepool
- Employers and potential investors
- Visitors

Principles for communication

All communication whether spoken or written must be:

- Accessible: making information available in various formats where practical and reasonable;
- Appropriate: giving the right information, to the right people, in the right way, at the right time;
- Clear & accurate: timely and up to date, easily understood and jargon free;
- Informative: facilitating a two-way flow of information;
- Open and consistent: encouraging openness and transparency delivering a strong and agreed message in a quality and style fit for its purpose.

Channels of communication

The information that the Hartlepool Partnership wants to share can be delivered to the target audience through a variety of communication channels some of which are informal and easy to access whilst others are more formalised and require a more structured approach to ensure information is conveyed correctly. The channels through which the Partnership will communicate are:

- The Hartlepool Partnership website – during 2011/12 our website will be substantially updated to reflect the changes to the Partnership structure. Our aim is for the website to be a valuable tool for partners to use on a day to day basis. Copies of all meeting papers and minutes will be displayed along with links to news items, events and the Partnerships newsletter 'Roundup'.
- Face the Public Events – the aim of these events will be to bring together partners from all organisations

along with residents so that all delegates gain a clearer understanding of the work of the Partnership and their role within it. These events will be the main channel through which we communicate with our partners and residents.

- Hartbeat magazine – each edition of this quarterly magazine will hold a full page spread of information and updates on the work of the Partnership ensuring that all residents of Hartlepool have the opportunity to gain an insight into our work.
- Press releases – when appropriate Theme Groups and Partners will issue news alerts which can then be widely disseminated through the media.
- Roundup newsletter – the Partnerships newsletter 'Roundup' will be issued at least quarterly via email and displayed on our website. This newsletter will be a lively and interactive way to disseminate information to partners and their associated groups.

- The Partnership Plan – the plan sets out partners agreed annual targets and provides the means by which they can be held accountable and challenged on performance. During the Face the Public events delegates will be invited to help set the priorities for the coming year based on their concerns and issues.

Responsibility for communication

Everyone who makes up the Hartlepool Partnership has a responsibility for implementing the commitments to communication although their role will vary depending on where they sit within the Partnership structure.

The Strategic Partners Group will:

- agree a vision for Hartlepool
- spread messages and actively promote the Hartlepool Partnership within their own organisations/constituency/partnership groups
- ensure involvement and consultation is open to all

- listen and provide feedback on how views are taken into account
- provide communications appropriate to the diverse needs of the population

Theme Groups will:

- link the vision to delivery
- promote the aims of the Partnership
- actively promote the Hartlepool Partnership within their own organisations/constituents/groups
- ensure consultation is open to all
- create, develop and spread messages
- listen and provide feedback on how views are taken into account
- provide communications appropriate to the diverse needs of the population

The Performance & Partnerships team will:

- promote the vision and aims of the Partnership
- be the centre of the Partnership network and the focus for developing communication messages
- facilitate the flow of information to and from all parts of Hartlepool Partnership
- produce press releases on the work of the Partnership
- provide communications appropriate to the diverse needs of the population
- share our achievements

Reviewing and Monitoring

It is often difficult to measure the effectiveness of a communication strategy therefore it is important to us that partners remember that communication is a two-way process. The Performance & Partnerships Team welcome any feedback to inform us which communication methods have worked well and which have not been as effective.

Any comments or suggestions can be sent to:

Performance and Partnerships Team

Tel: 01429 284147

Email: hartlepoolpartnership@hartlepool.gov.uk

For the most up to date information on the work of the Partnership visit our website

www.hartlepoolpartnership.co.uk