

# CHANGEUP/DEFRA INFRASTRUCTURE PROGRAMME IN THE SOUTH EAST

## Regional Communications Framework

This document is designed to help develop a structured and agreed strategic approach to communications for the Regional Consortium.

### Purpose of the Communications Framework

- To manage communication within the Regional Consortium and how and what is communicated to local consortia and key stakeholders to ensure a clear understanding of requirements and awareness of opportunities.
- To ensure that efforts are made to engage front line groups in the Programme.
- To build ownership, engagement and support for the process of implementing the Regional Plan.
- To promote inclusivity and the widest possible involvement in the implementation of the Regional Plan, encouraging and valuing the contribution of all stakeholders.

### The Approach of the Regional Consortium

The members of the Consortium aim to be open, transparent and inclusive. We will attempt to avoid the use of jargon and acronyms in all communication. We will work to keep everyone informed, involved and able to contribute to the implementation of the Regional Plan.

### Key messages

Below are the main key messages to be given out from the Regional Consortium about the ChangeUp Programme:

**Helping frontline voluntary and community organisations** - identifying and meeting their support needs more effectively and efficiently to enable delivery of public services.

**Integrated delivery of support services** - a co-ordinated and clear approach by partners (deleted partnerships of providers) working together in a way that makes sense to frontline organisations. This will be developed through Infrastructure Development Plans agreed by local consortia.

**The need for change** - recognising this is a 10 year programme of reform by all working in different ways to ensure a sustainable voluntary and community sector. Support is available to the sector to assist the changes.

**Meeting researched regional needs** - the themes of ICT; funding and finance; BME and marginalised groups; and social enterprise will be incorporated into the local Infrastructure Development Plans.

**Local control ensures local benefit** - ChangeUp is a national programme delivered regionally and implemented locally through local consortia. There is flexibility at the local level to ensure maximum benefit and sustainability in each locality.

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## **Operational Principles for the Regional Consortium**

For the Consortium itself operational principles are:

- Annual agenda planning by the secretariat
- Combined debrief and agenda planning meetings for key partners
- Draft minutes to be agreed and distributed to Consortium members within 10 clear working days
- Agendas and papers for Consortium meetings circulated five clear working days in advance of meetings
- Papers for Consortium meetings will be sent electronically to all members but voluntary sector members will also receive a hard copy
- Standard style of report to the Consortium
- Any letters of information from GOSE, RAISE or fund holders, on behalf of the Consortium, to be shared with each other and the Consortium Chairman for comment before distribution
- Minutes of Consortium meetings and papers specifically agreed by the Consortium will be made public through the RAISE website and by electronic distribution to local consortia lead bodies and Consortium members as soon as possible after meetings.

## **Communications material planned**

- Regional Plan
- Guidelines & application forms for specialist programmes (Capital & “Additional Support”)
- Consortium membership contact list
- Consortium minutes
- Guidelines for Local Consortia
- Early Spend report
- Standard presentations
- Simple Guide to ChangeUp in the South East
- Draft and Final Local Infrastructure Development Plans
- Examples of good practice

## **Potential methods of communication**

The assumption is that all communication will be electronic but the Consortium acknowledges that some voluntary and community sector groups will prefer hard copy information. Distribution arrangements will allow for this preference.

- Regional newsletter
- RAISE weekly E-Bulletin
- Information store on the RAISE Website including use of the website as a portal
- Regional events for the voluntary and community sector and others
- Regional Infrastructure Providers Group
- E-mail groups
- Newsletter articles at local level
- Press articles
- Talks at conferences, seminars, forums etc

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- Standard presentations for use by others eg local consortia
- Focus groups
- Standard regional displays material
- Regional newsletter readership survey

### **List of key stakeholders for the ChangeUp Programme**

- Consortium members
- Consortium Groups including Communications and Capital Programme Assessment
- Local Consortia
- Infrastructure Organisations (Managers, Staff, Boards and Chairs) at national, regional and local levels
- Frontline Voluntary and Community sector organisations
- Local authorities, statutory agencies and partnerships (Staff and Members)
- GOSE, RAISE and fund holders
- ACU and Defra
- National Hubs

### **Communication responsibilities of the key ChangeUp Programme groups**

#### *Regional Consortium and its member organisations*

- Producing clear and targeted information and updates, using a variety of formats and languages, circulated widely throughout the lifetime of the programme.
- Making presentations outlining the key aims of the programme and progress made.
- Attending appropriate events and activities to promote knowledge and understanding.
- Taking overall responsibility for ensuring a planned and structured approach to communications is adopted.

#### *Communications Group*

- Development, implementation and review of the Consortium's communications framework.
- Production of the Regional newsletter.

#### *Local Consortia and their members*

- Supporting and sharing the responsibilities of circulating programme information and surveys, encouraging wider ownership and involvement and making presentations outlining the key aims of the programme.
- Promoting the programme with statutory agencies, generalist and specialist infrastructure bodies and front line groups in their local areas.
- Encouraging wider ownership, engagement and involvement through regular updating, using all available means of communication including cascading national and regional programme information.
- Attending and participating in regional activities including feedback to the Regional Consortium.

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### *Frontline Voluntary and Community Organisations*

- Reading and passing on information to partner organisations and clients.
- Responding to invitations to participate in consultation.

### *National Hubs*

- Informing the Regional Consortium
- Listening to and acting upon local and regional messages

### **Key dates and deadlines**

Lists of key dates for the Consortium and for the Consortium's newsletter have been produced. These will be updated and circulated on a regular basis.

### **Review of the Regional Communications Framework**

The Communications Group will review progress on a regular basis and make changes as required to ensure the successful achievement of the purposes of this Framework.

gose comms framework june 05