

**Telford & Wrekin Children's Trust Board
and
Local Safeguarding Children Board**

[Children's Trust logo]
[LSCB logo]

**Communications Strategy
2009-2011**

Focusing on our priorities and taking action to improve outcomes for children, young people and their families

"We will communicate clearly, openly and regularly with the public, with our professional partners, and with each other, in order to promote a high level of mutual understanding, and facilitate a better service for the children and families in the borough."

Our Vision

We will make a positive difference to the lives of all Telford and Wrekin's children, young people and their families, by putting their needs and views at the centre of everything we do. By listening, working efficiently and effectively in partnership and learning through innovation, we will improve outcomes for all and remove the barriers to achievement. We will provide access to high quality education, information, advice, and early support in the right place at the right time, provided by the right people with the right skills and knowledge. By working together we will make a better Telford and Wrekin and a better future for children and young people.

1. Introduction

In Telford and Wrekin we have made considerable progress towards making our vision for children, young people and their families a reality. As we work towards our Local Strategic Partnership's (LSP) vision for 2026 - Transforming Telford - the goal is to create a modern and learning city with first class facilities that will be **“A successful, prosperous and healthy community which offers a good quality of life for all people in Telford and Wrekin”** In particular our investment will secure our future by **“giving children and young people the best possible start in life”**.

Our proposals for the Local Area Agreement contribute towards this vision and are reflected in our priorities. As a Children's Trust our primary aim is to support families and communities through delivering integrated services at all levels of need to improve outcomes for children and young people. Because every child matters in Telford and Wrekin we will:

- Optimise the health and well being of children
- Ensure children and young people grow up in safety and security
- Maximise their achievement and enjoyment through learning, play, sport, leisure and cultural activities
- Encourage children and young people to make a positive contribution in supporting the community
- Secure opportunities and ensure access to employment and training for 13-21 year olds.

Our overriding ambition is to improve outcomes for every child and young person while closing the gap for those who are not achieving their full potential. Where we can ensure good attainment in education, effective social and emotional skills and positive parenting; the essential protective factors which minimise risk, build resilience and raise aspirations for children and young people and their families are in place.

We will deliver this through strong universal services; creating Learning Communities across the Borough as part of our Campus Telford & Wrekin programme; bringing schools, children's centres, colleges, community facilities and multi-disciplinary support services together to remove the barriers to learning, raise aspirations and attainment and create integrated facilities for all, including access to specialist support when needed. We believe that by involving and listening to parents, children and young people, we will deliver continuous improvement in outcomes.

The strategy is supported by the:

- Telford & Wrekin Children's Trust and the Local Safeguarding Children Board Communication Strategy Action Plan 2009/10 (Appendix 1)

The Children's Trust Board has responsibility for the overall implementation of the strategy. However, its success rests with everyone playing their part.

2. Objectives

This communications strategy will:

- Focus all communications on trust priorities and improving outcomes for children, young people and families
- Enhance the profile of the Children's Trust and Safeguarding Children Board – (raising awareness of their purpose and priorities and how they are working to improve outcomes for children, young people and their families)
- Provide information about the work of the Children's Trust – including the Children and Young People's Plan
- Provide opportunities to influence the work of the Trust and Safeguarding Board – ensuring children and young people, parents and carers, and staff throughout the Trust member organisations feel that they can influence their work
- Ensure that we promote positive images of young people whilst working alongside them

It does not cover communications and marketing of individual projects.

3. Communications responsibilities

Children's Trust Board

- The Trust Board has adopted this strategy which will complement communications strategies and plans within individual partner agencies.
- The Board is responsible for the overall approval and endorsement of the strategy and is accountable for its successful delivery
- Partners on the Board will nominate leads within their agencies (communications leads or equivalents) to support the delivery of the strategy and manage information channels for the Board within their agencies.
- The communications action plan for the Board will include communications activity for the LSCB whilst maintaining its independent role.

Local Safeguarding Children Board

The SC Board is responsible for the overall approval and endorsement of the strategy and is accountable for its successful delivery

Members of the CTB executive group

The CTB executive will contribute to the development of the strategy and action plan through supporting the:

- Planned implementation of all aspects of the Communications Plan for the Trust Board and SCB.
- Prepare a yearly schedule outlining key events and issues that will require media/public relations support
- Take responsibility for timely identification of important issues that may impact on communications or media issues management and take agreed actions on such issues.
- Monitor the delivery and success of the Action Plan.

Theme Leads

The action plan theme lead for each priority will have responsibility for the communications and marketing of their activities.

This will be delivered through:

- Developing communications/marketing strategies for their priorities as appropriate

- Supplying material for publication in the CfC newsletter aligned to monitoring reporting timescales

They will be supported by the Communications team, other agency communications staff and Public Relations as appropriate.

Change for Children Boards

Each CfC Board to work with the relevant theme lead to co-ordinate and develop local communications and engagement programme to reflect their priorities

Parents/Carers Forum

The Forum will ensure parents' voices are represented on policy and service developments through membership of the CTB and other strategic groups. They will act as a communications channel with parents across the Borough through organising a range of community events and an annual conference. They will also link to local CfC Boards, the Young People's Forum and other parents' groups e.g Families First, as appropriate.

Children & Young People Communications Business Unit

The unit will:

- Work with key agency communications reps, business managers and priority theme leads to deliver the strategy
- Lead on the development and delivery of the communications strategy
- Act as key experts in communications for the Trust
- Act as a link with Council Corporate Communications/Public Relations on major projects such as Insight
- Lead and deliver communications for major service developments – e.g Campus Telford & Wrekin
- Deliver key communications tools for the Trust e.g. quarterly newsletter Change for Children

Partner agency communications representatives

Will support dissemination of information within their agency and help support the Board's communications within their own activities as appropriate – eg items in staff newsletters, intranets/websites etc.

Children's Trust Partnerships and Planning Manager

This is a new post which will:

- Support the development of effective partnerships across the Children's Trust
- Support governance arrangements and the delivery of key functions of the Children's Trust Board including the CYPP

The P&P Manager will work with the action plan leads to ensure information is supplied to the Comms team and support the CT Board to ensure that the Communications Strategy is embedded into its work.

4. Key messages

- Safeguarding is everybody's business
- We are focused on priorities, which we have developed with local people, that will improve outcomes for children, young people and families
- We are all committed to giving every child the best start in life, to promote their well-being, to narrow the gap in achievement and improve the life chances of all children.
- We are moving towards more integrated working with a focus on early intervention and prevention in localities.
- The Children's Trust Board's priorities are aligned with the five Every Child Matters outcomes.

- Children, young people and their families are at the heart of everything we do.

5. Audiences

Key stakeholders are:

- Children and young people
- Parents and carers
- Staff across the partnership
- Other stakeholders including, other council staff, elected members and other partner agencies in all sectors
- The public
- Schools
- Media
- Regional and national bodies

6. Communication channels

Key channels for the Trust are:

- **Children and Young People**
 - Active involvement service activities
 - Young People's Forum
 - School Councils
 - Youth member of Parliament
 - Colleges
 - Connections 4 Youth
 - Youth Zone
 - Voluntary Organisations
 - Children & Young People's version of CYP Plan
- **Internal Communications (across partnership)**
 - Change for Children Newsletter
 - Staff Conferences and workshops
 - Parents conference
 - Private and Voluntary Sector conference
 - Syndicated articles
 - Intranet/bulletins
 - Briefing sessions
 - Member information point (intranet)
 - Schools
- **External Communications**
 - Trust and partner agencies websites
 - Insight
 - Change for Children Boards
 - Branding
 - Staff and members as ambassadors
 - Publications
- **Media relations**
 - Press Releases
 - Photo opportunities
 - Interviews with relevant spokespeople (issues and proactive)
 - Case studies
 - Local, trade and professional
- **Events and exhibitions**

- Conference
- Branded or supported events
- Display stands at relevant local events
- Consultation events

7. Monitoring and Evaluation

Each activity will be monitored and evaluated separately and Trust members will be kept informed of communication activity through regular monitoring and reporting. An overall evaluation of the first year will inform next year's strategy. Communications should become a standing item on all stakeholder consultation groups.

Appendix 1

Telford & Wrekin Children's Trust and Safeguarding Children Board

Communication Strategy Action Plan 2009/10

Outcome	Target Audience	Activities to Achieve	Lead	Timescale	Costs
Raise awareness of and the profile of the Children's Trust Board and Safeguarding Children Board including its function, vision and activities	All	1. Gain final approval for branding/logo from CTB 2. Finalise branding/logos for both Boards and disseminate with guidance - newsletter - presentations - exhibitions - web pages - publications 3. Identify activities that could be supported/branded e.g. young people awards, FIS, Conferences, Youthzone	Anne Almond Anne Almond	May 09 Summer/ Autumn 09	Design costs c. £40 hour studio time
Improve communications with children and young people	Children & Young People	1. Develop and maintain web presence on Youth Zone 1. Support YP to be ambassadors for Trust eg YPF, YMP etc 2. Develop safeguarding consultation mechanisms with children, young people and families	Connexions 4 Youth Active Involvement SCB Exec	Summer/ Autumn 09 Ongoing	Training costs eg media training for young people
Keep staff across the partnership informed on progress	Frontline staff/ Partner agencies	1. Change for Children Newsletter issued quarterly covering work of both Boards 2. Regular update in termly Leading Magazine 3. What is Children's Trust leaflet 4. Improve internal web and intranet links for both	Anne Almond Anne Almond AA/RF AA/JG/Rachael Foster } Gillian Sanderson }	Ongoing Summer 09 Autumn/ Winter 09	Production costs c. £3,000 per year

		Boards 5. Annual Chair's briefings in localities 6. Learning sets 7. Include work of both Boards in induction processes	} }	ongoing Autumn 09	
Keep general public informed on progress and initiatives	General public	1. Upgrade public web presence 2. Create calendar to ensure regular stories to media and Insight 3. 1/2 page in Insight magazine 4. Support development of Comms/marketing for CT Trust priorities as appropriate 5. Annual reports presented to both Boards (accompanying media release produced) 6. Investigate sponsorship for and/or develop suite of age appropriate safeguarding leaflets covering priority areas? (under FIS banner?) 7 Re-assess branding for FIS	AA/JG/Rachael Foster AA/RF AA/PR Theme leads Chairs of Boards LSCB AA/JK	Summer/Autumn 09 ongoing Summer 09 ongoing Summer/Autumn 09 Autumn 09 ongoing Spring/Summer ongoing tbc Summer 09	Possible sponsorship by NSPCC now unlikely Studio cost £40 an hour
Involve local communities in Trust work	Local communities engagement	Each CfC Board to develop communications and engagement programme Parents/Carers Forum – community events etc	CfC Board chairs Gail Stephens	2010 Autumn 09 (tbc) ongoing	
Ensure C&YPP/Review and other key documents widely circulated and available (including YP version)	All	Ensure distribution lists and channels are correct and reach audiences. Easy read version of plan refresh Ensure supporting information e.g posters, bulletin, newsletter are available	RF/AA/partner agencies	Summer/Autumn 09 Summer 09 Ongoing	
Develop media relations programme	Local, trade and professional	1. Identify spokespeople - theme leads/champions/SLT/BMs and provide opportunities for media training 2. Create media programme in relation to Board priority reports	Press Officers (multi-agency) RF/AA AA/CTB/LSB/CorpComms	Autumn 09 Autumn 09 Autumn	Media training costs

		3. Agree issues management arrangements		09	
Raise the profile of the local safeguarding children board	All	1. Implement refreshed LSB comms strategy (now combined in this action plan) 2. Ensure given regular profile in CfC newsletter	AC/AA AC/AA	Ongoing Ongoing	
Develop photo and film bank about work of the Trust and SCB for training, web use etc.	All	1. identify projects 2. Create resource library	All AA/RF	2010	