

EIG - Children's Centres Communication Plan - DRAFT 2 (24.06.11)

Appendix 2

Tasks	Timing (i.e. expected completion date)	Method(s) (questionnaire, focus group, interviews)	Distribution Method	Lead Officer(s)	Other Officer(s) Involved	Other Resources (stationery, admin, buildings)	Why is this needed	Notes/Issues/Concerns		
EIA	Complete EIA of options	pre 18.07.11		Beccy Brown	EIG Consultation Group					
Identifying target audiences	Identify non users of Children's Centres (households in Borough with children aged 3 years and under, if possible filtering out where a family has a child over the age of four)	Addresses required for 13.7.11	GP address list from CESC (Andrew Thomas) and Estart	This needs to be provided in an excel format to allow mail merging	Beccy Brown	EIG Consultation Group	This is going to be a direct mail shot to a target audience	Current non users of Children's Centres are a priority group for the consultation	Possibly further targeting by removing families where a further child is over 4 (this group will be targeted using the letter to all pupils)	
	Match non users of Children's Centres' addresses with Experian Mosaic Public Sector (EMPS) data and then identify appropriate methods to target those groups identified	Completed for 8.7.11	Sarah Webster to match EMPS data with address list	N/A	Johanne Parker	EIG Consultation Group		Help identify preferred communication / consultation methods		
	Identify trends in Children's Centre's data - i.e. popular sessions, most used centres and then identify appropriate methods to target those trends identified	Completed for 8.7.11	Estart data	N/A	Beccy Brown					
	Identify target audience(s) for focus groups and identify key dates for the focus groups	Completed for 8.7.11		N/A	Johanne Parker	EIG Consultation Group			NOTE: Need to include a sample of existing and non-users (including, for example, Travellers and Asylum Seekers)	
Questionnaire and supporting information	Write questionnaire and supporting information for consultation booklet, banner, leaflet and poster	Final content required for 24.6.11	Required electronically		Beccy Brown	EIG Consultation Group			Leaflets - A5 - Double sided - Full colour - 5000 A4 - Single sided - full colour - 200 A4 - 12 pages - Double sided - Full colour - 2000 Questionnaire only - A4 - 4 pages - Double sided - Full colour - 2000 Envelopes - A5 - White - Freepost address - 4000 Pull up banner - Full colour Covering Letters - A4 - single sided - Quantity unknown	
	Design questionnaire and supporting materials for consultation booklet, banner, leaflet and poster	1st draft required for 29.6.11	Amends needed asap	Hard copies to be distributed using internal and external postage systems						
	Print questionnaire and supporting materials for consultation booklet, banner, leaflet and poster	Asap after CMT approval on 14.7.11	Storage needs to be considered		Victoria Welsh	EIG Consultation Group XD&P				
	Distribute questionnaire and supporting materials for consultation booklet, banner, leaflet and poster	Asap after CMT approval on 14.7.11			EIG Consultation Group	EIG Consultation Group XD&P Tonya McFarthing				
Member info	Write content for information pack for elected Members, CMT and EMT	Final content required for 24.6.11	To include: covering letter - (specific to Members, CMT and EMT) 20 leaflets 20 posters 20 booklets	Hard copies - internally distributed	Beccy Brown	EIG Consultation Group		Help ensure smooth running of consultation	Beccy - This will be a covering letter printed on to letterhead	
	Write content for covering letter to accompany information pack	Final content required for 14.7.11			Beccy Brown	EIG Consultation Group				
	Design information pack for elected Members, CMT and EMT	1st draft required for 29.6.11			Victoria Welsh	EIG Consultation Group XD&P				
	Print information pack for elected Members, CMT and EMT	Asap after CMT approval on 14.7.11			Victoria Welsh	EIG Consultation Group				
	Distribute Information pack sent to elected Members, CMT and EMT	Asap after printed documents received approx 20.7.11				Victoria Welsh	EIG Consultation Group Tonya Mc Farthing			
Contact centre	Write script (FAQs) for Contact Centre, Library staff, General Reception desks	Final content required for 14.7.11	To include: covering email and electronic copies of: leaflet poster booklet	Distributed via email only	Beccy Brown	EIG Consultation Group		Help ensure smooth running of consultation	Beccy - Should this include reception staff - Will Kath cover this?	
	Distribute Scripts (FAQs) to Contact Centre, Library staff, General Reception desks	Distributed on 15.7.11			Beccy Brown/ Victoria Welsh	EIG Consultation Group			Beccy - I am happy to put the email together and send to you to forward on deleting my details as I think that the content/ response will be favoured if sent by a senior officer.	
Focus	Write content for invites for focus groups	tbc	tbc	tbc	Beccy Brown					
	Distribute invitations to focus groups	tbc	tbc	tbc	TBC	EIG Consultation Group	Admin	Focus groups required to capture qualitative intelligence	NOTE: Attendees of focus groups needs to be identified	
	Hold focus groups	tbc	<a href="#">Click here to move to the Consultation Points Plan</a>						Focus groups required to capture qualitative intelligence	NOTE: Attendees of focus groups needs to be identified
	Write up findings from focus groups	tbc	tbc	Electronic version required	Johanne Parker	EIG Consultation Group	Support required	Focus groups required to capture qualitative intelligence		
Stakeholders	Promote the consultation to all whom may be affected	tbc	<a href="#">Click here to move to the Engagement Strategy</a>					Ensure that all statutory requirements are met in terms of consultees	NOTE: Usual practice is to attend scheduled meetings of relevant Groups and Networks	
Public Consultation	Consultation Points available to all	Available from approx 18.07.11	<a href="#">Click here to move to the Consultation Points Plan</a>					Ensure that all statutory requirements are met in terms of consultees	NOTE: Usual practice is to attend scheduled meetings of relevant Groups and Networks	
Communication and Marketing	Write content for Press Release 1	Completed by 14.7.11	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A			
	Press Release 1 - Consultation Started (including dates)	15.7.11 (embargoed until 18.7.11)	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A	Promote the consultation		
	Write content for Press Release 2	Completed by 14.7.11	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A			
	Press Release 2 - Midway reminder (including dates)	Released 24.8.11	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A			
	Write content for Press Release 3	Completed by 14.7.11	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A			
	Press Release 3 - Final reminder (including dates)	Released 20.9.11	Electronically	Electronically	Vince Rutland	EIG Consultation Group	N/A			
	KYIT 1 (Including dates, info and links)	Released 22.7.11	Electronically	Electronically	Judi Asquith	EIG Consultation Group	N/A			
	KYIT 2 (Including dates, info and links)	Released 26.8.11	Electronically	Electronically	Judi Asquith	EIG Consultation Group	N/A			
	KYIT 3 (Including dates, info and links)	Released 30.9.11	Electronically	Electronically	Judi Asquith	EIG Consultation Group	N/A	Promote the consultation		
	Write article for Stockton News - September Edition	Complete by 3.8.11	Electronically	Electronically	Jacky Stevely	EIG Consultation Group	N/A			
	Distribution of Stockton News - September Edition	Starts 23.9.11 for two week period	Hard Copy	Delivered to every house in the Borough	Jacky Stevely	EIG Consultation Group	N/A	Re-promote the consultation and remind stakeholders to respond (Engage with stakeholders indirectly via)		
	Write article for Stockton News - November Edition	Complete by 28.9.11	Electronically	Electronically	Jacky Stevely	EIG Consultation Group	N/A		Content needs to be worded very carefully - no decisions will have been made when printed and distributed	
	Distribution of Stockton News - November Edition	Starts 18.11.11 for two week period	Hard Copy	Delivered to every house in the Borough	Jacky Stevely	EIG Consultation Group	N/A	Re-promote the consultation and remind stakeholders to respond (Engage with stakeholders indirectly via)		
	Email signature (to include link)	Ready to be used 18.7.11	Electronically	Via staff	Victoria Welsh	EIG Consultation Group All staff involved in consultation	N/A	Online engagement opportunity to help reduce data entry requirements		
Graphic advert for emails	Available from 15.7.11	Electronically	Via staff	Victoria Welsh	EIG Consultation Group All staff involved in consultation	N/A	Online engagement opportunity to help reduce data entry requirements			
Grassroots - Newsletter	Within 2 weeks from approval by Cabinet	To include: Articles to be provided in different word counts	Hard copies to be distributed using internal postage systems	Victoria Welsh	EIG Consultation Group	Envelopes				
Digital Media	Write content for website	Completed by 12.7.11	Electronically	Electronically						
	Website goes live	18.07.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		
	Questionnaire available and operational within Survey Monkey	18.07.11	Electronically	Electronically	Richard McPartland Johanne Parker	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		
	Develop information for Facebook/Twitter	In time for individual update dates below	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		
	Facebook/Twitter 1 Update - linked to Press release	Updated/tweeted on 18.7.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		
	Facebook/Twitter 2 Update - Dates of manned consultation points	Updated/tweeted on .11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		
	Facebook/Twitter 3 Update - linked to Press release	Updated/tweeted on 24.8.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements		

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	Facebook/Twitter 4 Update - Dates of manned consultation points	Updated/tweeted on 18.7.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements	
	Facebook/Twitter 5 Update - Dates	Updated/tweeted on 18.7.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements	
	Facebook/Twitter 6 Update - Final Call for action - linked to press release	Updated/tweeted on 29.9.11	Electronically	Electronically	Richard McPartland	EIG Consultation Group	N/A	Online engagement opportunity to help reduce data entry requirements	
<b>Details of the below to be finalised during consultation period</b>									
Summary	Collate and analyse feedback from engagement with stakeholder groups	18.07.11 - end of 10.10.11			Johanne Parker	EIG Consultation Group	Support required	Ongoing collation and analysis of qualitative findings will help reduce the burden between 07.10.11 - 24.10.11	
	Input data from completed hardcopy questionnaires	18.07.11 - end of 10.10.11			Johanne Parker	EIG Consultation Group	Support required		
	Collate and analyse feedback from Consultation Points, Drop in sessions, meetings with representatives and partners	18.07.11 - end of 10.10.11			Johanne Parker	EIG Consultation Group	Support required	Ongoing collation and analysis of qualitative findings will help reduce the burden between 07.10.11 - 24.10.11	
	Combine findings from questionnaire(s), focus groups, Consultation Points, Drop in sessions, meetings with representatives and partners	10.10.11			Johanne Parker	EIG Consultation Group	Support required		
<b>Details of the below to be finalised during consultation period</b>									
Post consultation	Produce final overall report from questionnaires and focus groups	17.10.11			Johanne Parker	EIG Consultation Group			
	Complete EIA	17.10.11			Beccy Brown	EIG Consultation Group		Ensure that all statutory requirements are met	
	Distribute findings from consultation to Members, CMT, EMT and potentially affected staff	17.10.11			Beccy Brown	EIG Consultation Group			
	Publish final proposals and topline findings from consultation	27.10.11			Victoria Welsh	EIG Consultation Group			
	Cabinet meet to make a final decision on Children's Centres	03.11.11			Beccy Brown	EIG Consultation Group			
	Consultation with potentially affected managers, staff and service providers	TBC							
	Letters to potentially affected managers, staff and service providers	TBC			TBC	EIG Consultation Group			
	Meetings with potentially affected managers, staff and service providers	TBC			TBC	EIG Consultation Group			
	Questionnaire circulated to potentially affected managers, staff and service providers	TBC			TBC	EIG Consultation Group			
	Collate and analyse findings from questionnaires with potentially affected managers, staff and service providers	TBC			Johanne Parker	EIG Consultation Group			
	Focus groups held with potentially affected managers, staff and service providers	TBC			Johanne Parker	EIG Consultation Group			
Collate and analyse findings from focus groups with potentially affected managers, staff and service providers	TBC			Johanne Parker	EIG Consultation Group				