

Mid Kent Improvement Partnership (MKIP) and Mid Kent Services (MKS) Communications Plan 2015/16

Aim: for members and staff to understand and trust MKIP and MKS.

Our objectives are:

- Members to understand the aims of MKIP/MKS
- Members to understand the governance arrangements of MKIP/MKS
- Members to feel that they are involved in the MKIP/MKS decision making process

- Staff to understand the aims of MKIP/MKS
- Staff to understand the difference between MKIP/MKS
- Staff to feel informed of the MKIP/MKS decision making process

Who do we need to talk to?

1. Members
2. Staff

Key messages: 2015/16 is focussed on raising awareness of MKIP and MKS so that members and staff understand what they are, how they work and how they can get involved should they wish to do so. Depending on how this progresses, it may be appropriate to start using some key messages to emphasise the benefits of working in partnership these are:

Working in partnership:

- Makes the best use of residents' Council Tax
- Saves money in the long term
- Makes services more resilient
- Increases job variety and security

How will we know our plan is a success?

The following measures will be used:

Members	Staff
66 per cent understand MKIP/MKS	70 per cent understand MKIP/MKS
66 per cent understand MKIP's/MKS' governance	70 per cent understand MKIP's/MKS' governance
66 per cent feel that they are involved in the decision making process	70 per cent feel that they are informed of the decision making process

How will we review success and what will we do with it?

The actions outlined in the table below will be implemented in 2015/16 and will be reviewed using the following methods:

- Member survey
- Staff surveys (using the MKIP/MKS survey and the internal surveys of the parent authorities)

The results will be fed back to Members, the MKIP board and communications and HR teams in the three authorities. This will then form part of an annual action plan.

Action	Audience	Date (when it is to be delivered)	Method / Media for delivery (e.g. presentation, informal meeting, e-mail and so on)	Who (who will deliver)	Progress
Members					
MKIP board paperwork	All members	Agenda - prior to each MKIP board meeting Minutes - following each MKIP meeting	Emailed to all Members Hard copies placed in Members' Rooms	Jane Clarke	
MKS annual report	All members	Tbc	Emailed to all Members Hard copies placed in Members' Rooms	Jane Clarke	
MKIP Who's who	All members	May 2015 – as part of induction	Emailed to all Members Hard copies placed in Members' Rooms	Jane Clarke	
Member Briefing	All members	Tbc	Presentation from MKIP Boards	Relevant Chief Executive Relevant Lead Members and or MKS Director	
Member Briefing	All members	May 2015 – as part of induction	Presentation from Heads of Service	Jane Clarke to coordinate with relevant democratic services teams	
Member survey	All members	March 2016	Hard copy, email and possibly other electronic means	Paul Taylor/Jane Clarke	

Action/Message	Audience	Date (when it is to be delivered)	Method / Media for delivery (e.g. presentation, informal meeting, e-mail and so on)	Who (who will deliver)	Progress
Staff					
MKS Newsletter	All staff	Quarterly	Email from communications team and/or distributed in monthly staff newsletters	Paul Taylor/Jane Clarke to prepare. Communications	First edition issued in December 2014.

Action/Message	Audience	Date (when it is to be delivered)	Method / Media for delivery (e.g. presentation, informal meeting, e-mail and so on)	Who (who will deliver)	Progress
				Teams to distribute	
MKIP Who's who	All staff	Annually	Email from communications team and/or distributed in monthly staff newsletters	Paul Taylor/Jane Clarke to prepare. Communications Teams to distribute	
Intranet updates	All staff	May 2015	Intranets	Paul Taylor/Jane Clarke to prepare. Communications Teams to distribute	
Explore capacity for dedicated partnership webpage	All staff	March 2016	Intranet	Jane Clarke	
Staff survey	All staff	March 2016	Hard copy, email and possibly other electronic means	Paul Taylor/Jane Clarke to prepare and to discuss distribution with communications teams	