

Communication and Engagement Plan

1) Short Term

MARKETING CHANNELS (INTERNAL) – weeks 1, 2 and 3 after approval at Council

Item	Date/Description
Screensaver to promote corporate plan and staff engagement dates/staff conference	11 March – 20 March
Intranet Pages	Ready to go live on 11 March
David's Digest	13 March
EMT Message	13 March
Staff news	20 March
Staff Briefing (in Chamber for 30 minutes)	w/c 9 or w/c 16 March
Managers digital resources	11 March – 20 March
Directors Management Teams	For Directors to start prepping service managers for delivery plan phase.
Digital screens OCH/PP/RL	
Yammer	To be used in conjunction as appropriate

2) Medium Term

STAFF ENGAGEMENT ACTIVITY – MARCH – MAY 2020

Item	Date/Description
One Team: One Council Conference	W/C 23 March / 30 March/6 April
FED Seminar	W/C 20 April or earlier if possible More in-depth session for top 400 people in the organisation. Opportunity for early work on developing the delivery plans.

3) Longer Term

Embedding within the organisation

Item	Date/Description
Map Corporate Plan to existing Council Policy and Strategy.	Assess current correlation to existing plans and identify gaps – required to help inform Delivery Plan Phase.
Staff Appraisal Process	Amend key documents to reflect Corporate Plan and Strategic Outcomes, work with HR to develop.
Linking training and development activity to the Corporate Plan	Use Artemis as means to induct all staff in the new corporate plan. Link further FED activities to the ongoing process of delivery against the plan e.g. action learning sets Design additional sessions as part of the programme of training and development for members.

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Governance and Accountability	Define and agree governance around delivery against the plan and embed into business planning activity throughout the year
Performance and Intelligence	Working with existing performance teams, establish fit for purpose performance management and devise approach for keeping staff and members informed of progress, celebrating success in structured way around the plan.
Link corporate plan with wider organisational development	Develop organisational development plan aligned to the delivery of the Corporate Plan and communicate activity to all staff.

4) Engagement with Partners

Item	Date/Description
Share new plan and strategic outcomes with partners	Four Strategic Partnerships WMCA / BC LEP VCS Chamber of Commerce
Sandwell Summit 2020	Existing commitment to hold a summit this year.

5) Corporate Plan resources for staff

Item	Date/Description
Branded corporate plan templates to be made available on the intranet.	<ul style="list-style-type: none"> PowerPoint template Microsoft template Icons for each of the corporate plan priorities Overview of strategic outcomes leaflet Description of the difference between the use of the vision vectors and corporate plan ones.
Reports	<ul style="list-style-type: none"> Additional section on contributions to the corporate plan and strategic outcomes.

6) Members

Item	Date/Description
Member Briefing sessions	<ul style="list-style-type: none"> 10 Feb 5-7pm Annexes 17 Feb 2-4pm Committee Room 1
CE and Leader to attend all Town Member meetings to promote and engage members in the Corporate Plan.	<ul style="list-style-type: none"> Presentation or workshop event. <p>Tipton - 30th March 2020 Smethwick – 21 May 2020 Rowley - 24 March 2020 Wednesbury - TBA</p>

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	West Bromwich - TBA Oldbury - TBA
Bimonthly Town Chair meeting	<ul style="list-style-type: none">• Presentation to Town Chairs Meeting 19 March.
Overview and Scrutiny	<ul style="list-style-type: none">• Scrutiny will have an ongoing relationship with the Plan as a vehicle for it to hold Cabinet and the CE to account.