

BIG PLANS FOR A GREAT PLACE... OUR JOURNEY TOGETHER



1) SHORT TERM - MARKETING CHANNELS & ENGAGEMENT ACTIVITY (INTERNAL)

Tactic	Type	Description
Digital/Online	Council screensaver/wallpaper (See Appendix A)	
Digital/Online	Gov delivery newsletter: David's Daily Update	Branded corporate plan e-newsletter to promote events and recovery framework including links to individual strategic objective icons with further details.
Digital/Online	Individual branded newsletters focussed on each strategic objectives x 6 and thematic discussions	Branded individual e-newsletters per strategic objective to promote events and recovery framework including links to individual strategic objective icons with further details.
Digital/Online	Intranet	Updated page created on intranet with resources for staff
Digital Face-to-Face/Engagement with Staff	One Council: One Team...Our Journey Together - Staff engagement	Introduce Corporate Plan to staff, advise of reset and recovery framework and how staff can be involved.
Digital Face-to-Face/Engagement with Staff	Managers Briefing – Friday session	Comms messages for CE to set out our road map to reset and recovery and what part managers will be expected to play, i.e team discussions on corporate plan and reset and recovery, feeding organisational intelligence through to thematic groups.
Digital Face-to-Face/Engagement with Staff	Directors Management Teams	Comms messages for Directors to deliver their individual messages about the corporate plan and reset and recovery to their management teams, highlight the corporate approach, what part they will play and the importance of the team discussions.
Digital Face-to-Face/Engagement with Staff	Team Discussions	Comms messages to all managers via a crib sheet to commence discussion in their teams to discuss the strategic outcomes in the corporate plan and the journey to recovery. Use PowerPoint resource to have team conversations, and submit returns.
Digital signage	Internal screens across all council sites	Artwork to promote events and framework
Digital signage	Video	Create an animated/vector video to promote strategic objectives to staff
Display and banners	Pop-up banners and visual graphics (See Appendix A)	Promote corporate plan

Wall messaging	Printed material	Printed graphics to promote the Corporate Plan
External website	New external webpage	Create external webpage to promote the corporate plan and outputs to residents/community/partners
	Press releases	Press coverage to be linked to strategic objectives in the Corporate Plan
Print	Communicating with a remote workforce	Small print quantity of corporate plan and messages for remote staff
Online and Print	Survey	Survey staff and remote staff members about the corporate plan to gather feedback and monitor engagement levels

2) MEDIUM TERM - STAFF ENGAGEMENT ACTIVITY: JULY – SEPTEMBER 2020

Tactic	Type	Description
Digital Face-to-Face/Engagement with staff	Discuss with David	Series of sessions for staff to attend (via teams) for discussions about what has worked/what hasn't/ ideas, suggestions going forward.
Digital Face-to-Face/Engagement	Thematic Working Groups	Oversight of business continuity plans and the transition from response to recovery, review of existing service delivery, a reset and reshape of existing strategic programmes and frameworks to align priorities with post Covid-19 requirements. Initially, it is important that the sub-groups remain flexible in their scope until timescales and requirements of the recovery phase are further progressed.
Digital Face-to-Face/Engagement	Workforce Planning Policy development	Utilise the top 400 people in the organisation to undertake some of the more detailed policy work for the Thematic Groups to ensure our policies reflect the new and emerging needs in our communities and that our workforce is able to meet requirements.

3) LONG TERM EMBEDDING WITHIN THE ORGANISATION

Tactic	Description
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 - Artemis	Develop Artemis module to increase understanding of Corporate Plan.
Governance and Accountability	Link to officer and member bodies.
Performance and Intelligence	Develop framework for performance monitoring of progress in delivering the Vision and the Corporate Plan.

4) ENGAGEMENT WITH MEMBERS

Tactic	Type	Description
Digital/Online	Gov delivery: Member Update	Use Member update newsletter to communicate discussions, ideas
Digital Face-to-Face/Engagement	One Council: One Team...Our Journey Together – MS Teams conference for all Members.	Identify dates (two initially daytime/evening)
Digital Face-to-Face/Engagement	Overview and Scrutiny	Take proposals forward to O&S, seek view on how they wish to be involved and engaged going forward.
Digital Face-to-Face/Engagement	Town Members	MS Team events x1 for each Town except WB x2. Town Lead Members to Chair (will need to be briefed). Opportunity to collect grassroots intelligence from members. Ward level experiences in the community.

5) CORPORATE PLAN RESOURCES FOR STAFF

Tactic	Description
Intranet	Branded corporate plan templates to be made available on the intranet https://intranet.sandwell.gov.uk/bigplans <ul style="list-style-type: none"> • PowerPoint template • Microsoft template • Icons for each of the corporate plan priorities • Overview of strategic outcomes leaflet
Report templates	Update all report templates with new branding