

Communications Strategy for North Yorkshire Children's Trust 2010-14

1.0 Purpose of the strategy

- 1.1 This document outlines the communications strategy that will support our vision and aims and raise awareness of the role and work of the North Yorkshire Children's Trust. It will outline the responsibilities of Trust members in respect of communication and their contribution to the strategy.
- 1.2 A glossary of terms is provided at Appendix A.

2.0 Background

- 2.1 North Yorkshire Children's Trust (formerly known as North Yorkshire Children and Young People's Strategic Partnership) was established in April 2006. It formally brought together key agencies across the County who work with children and young people and their families, to develop and deliver better and more accessible services and improve outcomes for children and young people.
- 2.2 Children's Trusts are local partnerships which exist across the country to improve the lives and futures of children and young people. They were set up following the tragic death of Victoria Climbié and the resulting 2003 green paper, *Every Child Matters*. The Children Act 2004 required every local authority to have in place a Children and Young People's Plan (CYPP), setting out how the needs of children and young people will be met, and placed a 'duty to co-operate' on relevant partners.
- 2.3 The Apprenticeships, Skills, Children and Learning Act 2009 (ASCL Act 2009) set Children's Trust Board on a statutory basis as a public body. The Children and Young People's Plan is now a statutory plan for relevant partners, the range of which has also been extended through the ASCL Act 2009.
- 2.4 North Yorkshire Children's Trust has a wide range of local partners including the County Council's services for children and young people, District and Borough councils, local health providers and the health commissioning leads, the police, youth justice, school and FE college representation and the voluntary sector.
- 2.5 Due to the geographical size of the county and the range of services and agencies involved, ensuring that all stakeholders are aware of, and involved in, the work of the Children's Trust can be challenging.

- 2.6 This Children's Trust communications strategy is for everyone with an interest in children's services, but particularly focuses on those working in children's services.

3.0 Vision and aims of the Children's Trust

- 3.1 Our vision is...

“.. to make North Yorkshire one of the best places in the country for children and young people, their parents and carers, and for the people who work with them”.

- 3.2 Our aim is for every child in North Yorkshire, whatever their background or their circumstances, to have the support they need to:

- Be healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic well-being

- 3.3 Furthermore, it is our aim to ensure that our children's workforce has the skills and knowledge to do the best job they possibly can to help children and young people develop and succeed across all the above outcomes. To achieve this they should be:

- Ambitious for every child and young person
- Excellent in their practice
- Committed to partnership and integrated working
- Respected and valued as professionals

4.0 Key objectives

- 4.1 To communicate the Children and Young People's Plan priorities to our target groups, as well as progress towards and achievement of our targets contained in the plan.
- 4.2 To promote understanding and raise awareness of service developments and changes.
- 4.3 To share best practice with Trust members.

5.0 Key target groups

- Children's Trust board members
- Affiliated groups, for example Children's Trust sub groups, Area Liaison Groups and the Local Safeguarding Children Board (LSCB)

- Children and young people
- Parents/carers and families
- Partner organisations
- Wider children's workforce
- Voluntary and community sector
- Elected members, including Scrutiny Committees
- The North Yorkshire Strategic Partnership (NYSP)
- Government departments and inspectorates
- The media
- The general public

6.0 Key Messages

6.1 The Children's Trust Communications Strategy will focus information on:

a) the cross-cutting priorities for the Children's Trust:

- Safeguarding Children
- Improving services for children with learning difficulties and/or disabilities and their families
- Achieving high educational standards
- Crime Prevention
- Implementing the 14-19 reforms

b) Awareness of the Children's Trust and how it influence decision making.

7.0 How we will communicate and why:

7.1 The purpose for communicating, and the current mechanisms, have been reviewed for each target group. The communications analysis can be found in the table below.

7.2 The Communications Action Plan will detail the actions required to put in place the future opportunities identified in the analysis and it provides a 'schedule' of communication activity for each target group. The action plan incorporates the activities relating to communications in the 'Working Together' section of the Children and Young People's Plan 2008-11.

7.2 The target groups have been prioritised on the basis of availability and quality of existing communication mechanisms, the feedback from Children's Trust members in the 2009 Children's Trust self-evaluation and the resources available.

7.3 Communications Analysis

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
Trust Board Members	<ul style="list-style-type: none"> • Dissemination of information • Best Practice • Positive examples of success • Roles and Responsibilities • Expectations • Structures/ Clarity • Knowing who does what 	<ul style="list-style-type: none"> • Board Reports • Changing Times • NYSP website • Governance Arrangements 	<ul style="list-style-type: none"> • Code of conduct • Induction checklist • Branding guidelines • Mechanism for sharing best practice • Structure diagram for the Trust 	1: March 2010
Affiliated Groups Sub Groups Area Liaison Groups LSCB	<ul style="list-style-type: none"> • Governance • Roles and Responsibilities • Key Messages – know what’s happening 	<ul style="list-style-type: none"> • Board Reports • Changing Times • NYSP website • SEN/ LDD Newsletter • Workforce newsletter • 14-19 Comms bulletins 	<ul style="list-style-type: none"> • Key messages from Trust and Sub-Group meetings • Sub-group minutes accessible • Distribution lists for thematic issues 	1: March 2010
Children and Young People	<ul style="list-style-type: none"> • Raise awareness of services • Encourage children and young people to get involved • Allow Young People’s Council/ Youth Council 	<ul style="list-style-type: none"> • Young People’s Development Workers • Participation Strategy • Youth Council(s) • Young People’s Council and newsletter • CYPF Poster 	<ul style="list-style-type: none"> • Social networking • Children/ Young People’s versions of key documents • Key messages published on Gimi and sent to NY Youth 	2: June 2010

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
	to engage, influence and challenge	<ul style="list-style-type: none"> • GIMI 	Council <ul style="list-style-type: none"> • Looked After Children newsletter <p><i>For actions on consultation, participation and feedback to children and young people please refer to the Participation Strategy and Action Plan.</i></p>	
Parents and Carers	<ul style="list-style-type: none"> • Inform – what services are available and how to access support • Reassure / raise confidence in services • Engage in consultation and influencing service development 	<ul style="list-style-type: none"> • Children’s Trust Website • Parenting Strategy • Families Information Service (FIS) • Children’s Centres • LDD Parents Forum 	<ul style="list-style-type: none"> • Articles in NY Times • Executive summary of the CYPP available in Children’s Centres, Schools, GPs etc. <p><i>For actions relating to FIS, refer to the FIS Marketing Strategy</i></p> <p><i>For actions relating to parental engagement Children Centres refer to the Children Centre Strategy</i></p>	2: June 2010
Partner Organisations	<ul style="list-style-type: none"> • Awareness of responsibilities to the Children’s Trust 	<ul style="list-style-type: none"> • Board Reports • Changing Times • NYSP website 	<ul style="list-style-type: none"> • Key messages from Trust and Sub-Group meetings 	3: December 2010

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
	<ul style="list-style-type: none"> • Ownership of the Trust agenda • Shared priorities • Committed and involved • Sharing best practice • Identifying areas for integration and shared resources 	<ul style="list-style-type: none"> • District leads group • Area Committees 	<ul style="list-style-type: none"> • Sub-group minutes accessible • Distribution lists for thematic issues • Children’s Trust Communication Champions in each organisation • Area Liaison Group – mechanism for capturing and sharing best practice locally • Targeting staff events • Information sessions through the One Children’s Workforce 	
Schools	<ul style="list-style-type: none"> • Key Messages – know what’s happening • Shared priorities • Increased awareness of the Children’s Trust 	<ul style="list-style-type: none"> • Governors newsletter • Red Bag to schools 	<p>As above</p> <ul style="list-style-type: none"> • Key messages from Trust and Sub-Group meetings 	3: December 2010
Wider Children’s Workforce	<ul style="list-style-type: none"> • Understand the priorities • Know how to access information when they need it (signposting/ personal dev) 	<ul style="list-style-type: none"> • Board Reports • Changing Times • NYSP website • Intranet (NYYC Staff) • Workforce Development newsletter 	<p>As above</p> <ul style="list-style-type: none"> • Ongoing mechanism for staff feedback 	3: December 2010

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
	<ul style="list-style-type: none"> • How staff can influence the Trust 	<ul style="list-style-type: none"> • CYPP email account 		
Voluntary Community Sector	<ul style="list-style-type: none"> • Link to small/ local groups • Influence priority setting • Information on services and how to access them 	<ul style="list-style-type: none"> • Changing Times • NYSP website • Vox network and annual conference • Area Liaison Group 	<ul style="list-style-type: none"> • Key messages from Trust and Sub-Group meetings • Stands at VOX conference • Information sessions through the One Children's Workforce • Distribution lists for thematic issues • Ongoing mechanism for consultation and feedback <p><i>For actions relating to information on services, refer to the FIS Marketing Strategy</i></p>	3: December 2010

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
Elected Members (District / County)	<ul style="list-style-type: none"> • Knowing what the Children's Trust is and their role/ relationship to it • Progress reports • Local successes and issues • Money invested 	<ul style="list-style-type: none"> • Changing Times • Members' Digest • Area Committees 	<ul style="list-style-type: none"> • Member briefings as part of induction or training package • Key messages from the Children's Trust Board included in digest • Structure diagram for the Trust • Area Liaison Group link to Area Committees 	3: December 2010
Scrutiny	<ul style="list-style-type: none"> • Accessible information on activities • Performance Information • Priorities for Children's Trust 	<ul style="list-style-type: none"> • Changing Times • Performance Reports on CYPP and LAA to scrutiny 	<ul style="list-style-type: none"> • Key messages from the Children's Trust Board • Structure diagram for the Trust • Contacts list for all sub-group chairs • Minutes from sub-group meetings accessible 	3: December 2010
NYSP	<ul style="list-style-type: none"> • Extend CYP influence beyond the Children's Trust • Link to allow CT to influence wider policy making • Sustainable Community Strategy 	<ul style="list-style-type: none"> • Annual conference • Thematic update • Representation on NYSP Executive 	<ul style="list-style-type: none"> • Key messages from the Children's Trust Board to chairs of Partnerships • Structure diagram for the Trust • Contacts list for all sub-group chairs 	4: March 2011
Government and	<ul style="list-style-type: none"> • Best Practice and case 	<ul style="list-style-type: none"> • NYCC Website 	<ul style="list-style-type: none"> • Case study 	4: March 2011

Stakeholder/ Target Group	Purpose of Communications	Current Mechanisms/ Enablers	Opportunities for improvement	Priority
Inspectorates	<ul style="list-style-type: none"> • studies • Good news • Performance Information • Accessible public information 	<ul style="list-style-type: none"> • NYSP Website • Board Reports 	development of best practice	
General Public	<ul style="list-style-type: none"> • Enhance reputation • Knowledge of priorities for North Yorkshire • Raise Awareness 	<ul style="list-style-type: none"> • North Yorkshire Times • NYCC and NYSP website • Citizen's Panel 	<ul style="list-style-type: none"> • Articles in NY Times • Executive summary of the CYPP in access points • Branding guidelines <p>For actions relating to information on services, refer to the FIS Marketing Strategy</p>	4: March 2011
Media	<ul style="list-style-type: none"> • Promote campaigns (e.g. public health) • Good news stories – enhance reputation 	<ul style="list-style-type: none"> • Communications Unit • Press Releases 	<ul style="list-style-type: none"> • Children's Trust Press Releases for campaigns and performance updates • Branding for Children's Trust included in relevant partner press releases 	4: March 2011

8.0 Timescales

8.1 The Children's Trust Communications Strategy will commence from 1st April 2010 until March 2014, with the action plan and priorities reviewed annually.

9.0 Budget and resources

9.1 The Children's Trust is supported by 0.4 FTE Communications Officer and a supporting budget of £10k.

9.2 Additional resource required to achieve the actions within the Communications Action Plan will be costed and detailed in the Action Plan.

10.0 Evaluation

10.1 The Communications Strategy will be reviewed annually in conjunction with the review of the Children and Young People's Plan to ensure it remains relevant and reflects the priorities agreed by the Children's Trust Board.

10.2 The effectiveness of the Communications Strategy will be monitored in the following ways:

- Delivery against the Communications Action Plan will be reviewed quarterly
- Performance against the Communications Strategy will be included in the annual review of the Children's Trust Board and will include the indicators below.

10.3 The performance measures for the Children's Trust Communications Strategy are as follows:

Objective	Measure
To communicate the Children and Young People's Plan priorities to our target groups, as well as progress towards and achievement of our targets contained in the plan	<ul style="list-style-type: none">• Children's Trust Self-Assessment 'Communications' score and Section 3 question 3&4• Increased distribution list for Changing Times• Increase hits on NYSP website• % of parents satisfied with the accessibility of information about services for children and young people
To promote understanding and raise awareness of service developments and changes.	<ul style="list-style-type: none">• IIP scores (CYPS)• % increase on hits on the FIS website• % increase in individual site visits to Gimi website and % increase in access to advice and information
To share best practice with Trust members	<ul style="list-style-type: none">• Children's Trust Self-Assessment 'Communications' score Q23 'Partnership successes are communicated outside of the partnership'

Performance against these indicators will be reported annually.

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Appendix A - Glossary

Appendix B - Communications plan:

Glossary of Terms

Term	Definition
14-19 Reforms	New range of education and training options for young people aged 14-19. This includes the introduction of Diplomas, enhanced support for apprenticeships and changes to the organisation of post-16 provision.
Area Liaison Group	Meeting of local service managers. One in each Integrated Services Area. These are used to plan children's services locally, share practice and resolve issues.
ASCL Act 2009	Apprenticeships, Skills, Children and Learning Act 2009
Children's Trust Board	The decision making body of the Children's Trust, comprising executives and senior managers from a range of agencies
Citizen's Panel	Consultation forum comprising a sample of residents within North Yorkshire.
CT	Children's Trust
CYP	Children and Young People
CYPP	Children and Young People's Plan
FIS	Families Information Service. Online, telephone and in person information and advice on services for children and families
GIMI	Interactive online portal, targeted at teenagers
LAA	Local Area Agreement
LDD	Learning Difficulties and Difficulties
LSCB	Local Safeguarding Children Board
NY Times	North Yorkshire County Council monthly newsletter for residents
NYCC	North Yorkshire County Council
NYSP	North Yorkshire Strategic Partnership
One Children's Workforce	Learning and development programme for staff working with children and young people.
Outcomes	The five statutory outcomes for children's well-being: Stay Safe, Be Healthy, Enjoy and Achieve, Make a Positive Contribution, Achieve Economic Well-Being
Participation	The involvement of children and young people in developing, designing and feeding back on services
SEN	Special Educational Needs
Sub-Group	A working group on a particular issue, comprising a range of agencies and reporting to the Children's Trust Board
Vox	A network of voluntary and community sector organisations who work with or have an interest in children and young people.

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Communications Strategy Action Plan 2010 - 11

CYPP Priority	Objective	Planned Actions	Lead	Priority Group	Timescale / Deadline	Success Criteria / Performance Measures	Evaluation
Children's Trust and Sub Group Arrangements							
WT2	Increase identification of and accountability for Trust Board work through clear and consistent use of Children's Trust branding	<ul style="list-style-type: none"> Develop and implement Branding Guidance for Trust Board logo and publications Review style and content of Children's Trust web page (NYSP) in line with guidance Review current existing publications (where appropriate) Trust Board minutes to be promoted in Changing Times 	BS / Trust DC BS		March 2010 June / July 2010	Use of finalised branding guidance embedded across Children's Trust, as evidenced by correct use within related documentation Children's Trust web-pages updated and compliant	
	Improve consistency and effectiveness of communications across Children's Trust	<ul style="list-style-type: none"> Develop and implement Children's Trust Communications Strategy Identify "Communications Leads" in each Trust Board organisation Promote the Changing Times newsletter and Children's Trust web-pages across the Trust Seek out opportunities for increasing number/range of Changing Times contributions originating from across Trust partners Include overview of communication arrangements as part of Trust Induction process Where appropriate, provide guidance and feedback for Trust Board materials to evaluate quality and compliance with identity guidelines 	Trust / BS / DC BS / DC		March 2010 Ongoing 2010-11 Induction from April 2010 onwards	Communications Strategy endorsed by Trust Board Contact details for all relevant organisations compiled and maintained All Communications Leads included within distribution list for Changing Times and increased hits on the Children's Trust web pages Increase in articles authored by external Trust agencies Induction Pack produced and distributed – all members to have undertaken process	

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	<ul style="list-style-type: none"> Develop calendar of communications for the Children's Trust, specifying all relevant communications, publications and consultations 	DC / BS		July / August 2010		
Ensure that Trust communications remain accurate, up-to-date and cost effective	<ul style="list-style-type: none"> Implement existing publications review to ensure current material is fit for purpose Undertake cost review to establish spend Consideration to be given to inclusion of costing information on future publications Establish referencing system for future Trust publications and develop recall mechanism to enable out-of-date publications to be withdrawn from circulation 	BS		September 2010 To be in place for CYPP 2011-14	Current printing / communications costs identified All new publications include costing information and reference code to allow effective tracking and withdrawal System established for tracking cost against publication and including individual reference codes	
Improve alignment between Trust Board partners and its sub groups for more effective and timely communication	<ul style="list-style-type: none"> Develop Structure Diagram detailing Children's Trust and sub group linkages Compile and maintain details of Trust Board – sub group membership, chairs, secretariat and meeting cycles Develop and implement standardised Key Messages to be circulated to sub groups Children's Trust Board Key Messages to be included within all sub-group agendas Standardised secretariat functions to be rolled out across Trust Board sub-groups All sub-group Chairs to receive copies of Children's Trust Board minutes and papers 	DC DC / sub groups		March 2010 onwards May 2010 June / July 2010 May 2010	Structure Diagram completed and accessible on Children's Trust web-pages Trust Board / sub-group database compiled and maintained Key Messages standardised within all sub-group agendas Children's Trust secretariat distribution list reviewed and updated to include all chairs of sub-groups	

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WT1	Ensure appropriate Governance Arrangements are in place for Trust Board and its sub groups	<ul style="list-style-type: none"> Review arrangements to ensure that partners and sub-groups are clear about their roles & responsibilities regarding communications Ensure that all partners are aware of the existing communication arrangements and how to use / access them 	DC Trust / Sub groups		April 2010 onwards	Trust Board code of conduct and induction process to include communications responsibilities - see Governance Arrangements Action Plan for details Governance / ToR review completed for all sub groups	
Wider Communication Arrangements							
WT2	Raise the profile of Children's Trust Board work and ensure that the key priorities are communicated effectively	<ul style="list-style-type: none"> Review the communication requirements of priority work for the Children's Trust (14-19, LDD, Safeguarding etc) Arrange meeting with NY Times Editor to discuss opportunities for articles to communicate Children's Trust key messages Contact Corporate Communications to discuss media opportunities for sharing Children's Trust Information and Best Practice 	BS		Ongoing 2010 From June 2010, then ongoing	Review of communication requirements concluded (in conjunction with review of newsletters) Increased number of Children's Trust related articles included in NY Times Increased Children's Trust related articles/features on local press/media and NYCC public website	
	Raise awareness of service developments and changes across the children's workforce	<ul style="list-style-type: none"> Key Messages to be circulated via existing communication networks / sub groups List of current communication routes to be compiled in order to inform above work Maintain distribution of Changing Times and continue to promote across children's workforce Liaise with Workforce Development colleagues to ensure that Trust Board priorities are linked to ongoing training and development Information sessions to be developed through the One Children's Workforce 	BS / DC LD / DC LD / DC /	ALL	July 2010 Ongoing 2010	IIP scores % increase on hits on the FIS website % increase in individual site visits to Gimi website % increase in access to advice & guidance Information sessions developed with Workforce Development to increase knowledge about the Children's Trust More effective targeting of staff events evident OCW information included in Changing Times (if appropriate)	

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			J Burnside				
	Develop mechanism for sharing examples of best practice amongst Trust Board partners and wider stakeholder groups	<ul style="list-style-type: none"> Children's Trust web-pages developed to include specific "best practice" section Examples of Best Practice to be forwarded to Changing Times for potential inclusion / follow up Investigate potential for ALGs to highlight local best practice and share information through key messages (also see ALG specific actions below) Case Studies and Best Practice examples shared across Trust and summary details compiled for future 	DC / BS Trust / Sub groups / DC DC / ALGs	ALL	June / July 2010 Ongoing December 2010 March 2011	Children's Trust Self-Assessment "Communications" score Q23 – "Partnership successes are communicated outside of the partnership" Database of best practice examples and case studies available for ongoing service development and potential use in future inspection processes	
WT2	Identify key target groups and enable increased participation in the development of communications and wider Trust Board work	<ul style="list-style-type: none"> Review communications distribution lists to map current situation for all key groups Children's Trust contact information to be promoted across all key groups 	BS	ALL		Review completed and potential communication routes identified	
		<u>Children & Young People:</u>	V I P		June 2010	<i>For actions on consultation, participation and feedback to children and young people, refer to the Participation Strategy and related Action Plan</i>	
		<ul style="list-style-type: none"> Liaise with VIP sub-group to develop and encourage youth participation in the work of the Children's Trust, in accordance with NY Participation Strategy Develop Children and Young People's versions of key Trust documents Key Messages to be published on Gimi and sent to NY Youth Council Key Messages to be sent to LAC Newsletter for potential inclusion 	DC / BS / V I P		August / September 2010 (then ongoing)	Children and Young People's version of CYPP produced and promoted across Trust Also, refer to CYPP Priority 4.2	

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	<p><u>Parents:</u></p> <ul style="list-style-type: none"> Executive Summary of CYPP to be made available to parents/carers in Children's Centres, Schools, GP surgeries etc Improve links between Trust Board and Families Information Service (FIS) to allow regular transmission of information for parents and carers 	LD / DC		August 2010	Executive Summary of CYPP produced and published	
		FIS Manager / BS		June 2010	<p><i>For actions relating to FIS, refer to the FIS Marketing Strategy.</i></p> <p><i>For actions relating to parental engagement through Children's Centres, refer to Children's Centre Strategy</i></p> <p><i>Also, see Parenting Strategy for wider targets relating to communications</i></p>	
	<p><u>Partner Organisations:</u></p> <ul style="list-style-type: none"> Also, see above actions for Children's Trust and sub-groups Children's Trust communications champions (named leads) to be established in each organisation Develop distribution lists for key thematic issues to allow more targeted communication if required 	BS		December 2010	See above targets	
		BS / DC			Named communications lead in each partner organisation	
					Thematic distribution lists compiled and maintained	
	<p><u>Schools:</u></p> <ul style="list-style-type: none"> Investigate potential to include Trust Board key messages in the existing Red Bag to schools Investigate potential to use Governor's newsletter as a way to promote Children's Trust messages 	BS / DC		December 2010		

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		<p><u>Elected Members / Scrutiny:</u></p> <ul style="list-style-type: none"> • Member briefings developed to form part of induction or training package • Key Messages from Children's Trust Board to be included in Member's Digest and Scrutiny • Copies of the CYPP distributed to Scrutiny and Elected Members upon publication • ALG link to Area Committees <p><u>District Councils:</u></p> <ul style="list-style-type: none"> • Review existing communications mechanisms for sharing Children's Trust information with all District councils • Compile details of all District Council Children and Young People leads and include them in future Trust Board communications and Changing Times distribution • Investigate potential benefits of extending Children's Trust Induction process to include above leads <p><u>Voluntary Community Sector:</u></p> <ul style="list-style-type: none"> • See above actions for Children's Trust members 	<p>DC</p> <p>ALGs</p> <p>BS / DC</p> <p>DC</p>	<p style="background-color: #00bfff; width: 100%; height: 100%;"></p> <p style="background-color: #add8e6; width: 100%; height: 100%;"></p> <p style="background-color: #add8e6; width: 100%; height: 100%;"></p>	<p>December 2010</p> <p>August 2010</p> <p>December 2010</p> <p>March 2010 onwards</p>	<p>Training / Information Pack available for Members upon request</p> <p>Established communications links between Trust Board and Scrutiny / Elected Members</p> <p>CYPP distributed to named groups</p> <p>Children and Young People lead officers identified in all District Councils and included in Trust distribution lists</p> <p>Induction Process / Information rolled out across Districts</p> <p>See above targets</p>	
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		<p><u>Area Liaison Groups:</u></p> <ul style="list-style-type: none"> • Compile details of all ALGs, to include meeting dates, chair and secretariat details • Key messages to be included on ALG agendas • Investigate potential for ALG-specific reports to be presented to the Children's Trust Board on an annual basis, to allow localised progress information to be shared 	DC / ALGs		December 2010	All Area Liaison Groups to adopt standardised secretariat functions to align more robustly with Trust Board governance	
		<p><u>General Public:</u></p> <ul style="list-style-type: none"> • NY Times informed of Trust-related articles as appropriate • NYCC website to carry Trust-related articles as appropriate • See above actions (raising the profile of Trust Board) 	BS		From June 2010, then ongoing	See above targets	
		<p><u>Media:</u></p> <ul style="list-style-type: none"> • See above actions (raising the profile of Trust Board) 	BS		From June 2010, then ongoing		
Consultation							
WT2	Ensure that all key stakeholder groups are identified and included within communication process	<ul style="list-style-type: none"> • See above action (wider communication arrangements) 		ALL		See above indicators	
	Strengthen routes for effective consultation with key stakeholder	<ul style="list-style-type: none"> • Key stakeholder groups to be involved within consultation process, in line with national and local guidance 			May / July 2010		

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	groups	<ul style="list-style-type: none"> Contact key group representatives to establish any requirements for effective consultation (i.e. format, content, scope etc) Develop 'consultation overview' on basis of above exercise Investigate potential for multi-format routes for consultation (i.e. internet/intranet, post, telephone, consultation at location etc) Develop and distribute Communications and Consultation calendar to allow effective and comprehensive consultation Explore potential to link with ongoing Duty to Involve work 	<p>BS / DC / V I P / Key groups</p> <p>DC / BS</p> <p>DC / I Marr</p>	<p>ALL</p>	<p>July / August 2010</p>	<p>Consultation overview produced and used to co-ordinate CYPP consultation schedule</p> <p>Consultation calendar produced and published on Children's Trust webpage and ISIS intranet site</p>	
	Improve mechanisms for effective feedback following consultation	<ul style="list-style-type: none"> Ongoing work to develop a shared consultation database to be investigated further to establish progress and potential usefulness Groups contacted for consultative purposes to be included within feedback process, through promotion of Trust Board work and key messages Liaise with VIP sub-group to develop feedback mechanism for children and young people Promote Children's Trust contact information across all key groups to enable feedback Investigate potential for future media articles relating to impact of consultation, including NY Times and Changing Times 	<p>DC / I Marr</p> <p>BS / DC</p> <p>V I P</p> <p>BS / DC</p>	<p>ALL</p>	<p>August / December 2010</p>	<p><i>For actions on consultation, participation and feedback to children and young people, refer to the Participation Strategy and related Action Plan</i></p> <p>Increased number of Children's Trust related articles included in NY Times (if appropriate)</p> <p>Increased Children's Trust related articles/features on local press/media and NYCC public website (if appropriate)</p>	