**COMMUNICATION PLAN - Shared Service SLE**

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| **Aim /purpose: To ensure a smooth transition to the new company for both colleagues directly involved in delivering this service and professionals from within the council and partner organisations who will use the service.** | | |
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| **Communications and engagement activities with SLE Shared Service colleagues and partners**  July- April 2014: Focus on engagement with colleagues from ICT and HR and Finance Shared Services Teams. Communicate with our partners to keep them informed of developments. |

| **CHANNEL** | **ACTIVITY** | **TARGETTING WHO?** | **TIMESCALE** | **AIMS** | **ACTION – WHO** |
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| **Branding** | Commission CW&C design team to create new brand and logo for SLE.  Engage SS colleagues by consulting on branding. | All colleagues and stakeholders  All Shared Service colleagues | July 2013  8 – 19 July 2013 | Create strong identity for new company that reflects its culture and vision and that colleagues feel they have influenced. | KB / AW  Comms Officer when appointed |
| **Printed Material**  **Staff bulletin**  **NewSLEtter** | Write, produce & distribute fortnightly staff bulletin.  The bulletin will appear on the SharePoint site. | Relevant colleagues | Issued fortnightly July-April 2014 | To provide colleagues with regular updates, so that they are informed about progress and have all of their questions answered. | Comms Officer – to write & produce  PB – to provide direction on content / key messages & approve final text. |
| **Create new Shared Services *intranet* site** | Re-brand (once branding agreed).  Existing site to have feedback channel as an interim measure while new site to be developed.  New name & url to be purchased.  New email address to be agreed and registered.  **\****Once name agreed*  Launch new site.  Include feedback facility on new site. | Website and Intranet of CEC and CW&C  Colleagues | October 2013  Launch October 2013 | Site needs to reflect culture of new SLE, with easy feedback facility.  Gauge how well informed colleagues are.  Provide an ‘informal’ electronic space to encourage contributions and involvement. | L Stott / Communications  Officer  Damien Beaumont  E-Comms Manager – url, name & technical advice |
| **Create new company *website*** | Brand / design / url / contract / agree who owns & maintains.  Agree project plan and technical design brief to deliver.  Needs to be transactional. | Customers  Stakeholders & partners | By April 2014 | To promote the new company and engage with customers | Initial advice from Damian Beaumont with JC & Comms Officer to determine detail |
| **SharePoint**    **New site** | Create new SharePoint site. | All Shared Service colleagues | July 2013  Complete | Provide an interim information portal accessible to all colleagues during the transition period. The aim will be to migrate to the new intranet as the project progresses.  Include Q&A update regarding potential TUPE questions.  Inform colleagues how the TUPE process works and to give reassurance. | ICT / Comms Officer |
| **John’s Weekly Update** | Regular updates in Johns Blog. | All Shared Service colleagues | On-going | A typical week in the life of Head of Shared Service. | JC |
| **Floor Gatherings** | Colleague engagement events bringing all Shared Service colleagues together (within teams / locations). | All Shared Service colleagues in teams | On-going starting 29th August 2013 | Opportunity for face to face engagement.  Re-inforce the importance of the project.  Provide regular information / updates.  Create a sense of ‘team’ and build relationships. | JC and Management Team |
| **Staff Engagement Workshops** | A series of workshops giving all colleagues in Shared Services the opportunity to model and influence the values of the new company. | Shared Service Teams | September/October 2013 | Undertake a “temperature check”. Look at what we do now, what we do well, future opportunities. What organisation do we want to be. | Shared Services  Management |
| **Trade Unions** | Provide regular updates on the project and consult on local issues. | Unison and GMB | From 16th July 2013 - fortnightly | To work in partnership with the Trade Unions and support colleagues | JC and HR |
| **Listening**  **Sessions** | Open door session for any colleagues to ask JC a question.  Create calendar of dates with times and venues and publicise to all colleagues. | All Shared Service colleagues | Monthly on-going | To provide a clear and consistent view on the Shared Service going forward  Opportunity for colleagues to ask questions | JC  Comms Officer |
| **Staff Event** | Launch event for all Shared Service colleagues to be hosted by new MD and JC.  Launch the new company name and branding to colleagues.  Provide new branded items for colleagues.  Interactive sessions including talks from external organisations. | Shared Service colleagues | September 2013  Chester Town Hall  2 half day sessions to cover all colleagues | Celebration launch event to provide a clear, consistent vision for the Service and an opportunity for colleagues to ask questions of senior managers.  Bring everyone together, showing importance, value and benefits of the SLE.  Generate enthusiasm & buy-in. | Comms Officer  JC  HR  MD |
| **Staff Consultation Event** | First stage TUPE consultation. | All colleagues & TUs | October 2013 | Inform and engage colleagues so that they are well informed about TUPE and what that will mean to them.  Provide reassurance to colleagues about what will happen and reduce any fear and uncertainty.  Encourage active engagement of colleagues in the process. | HR / TU |

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| **Member Briefing** | Update for councillors. | Councillors | Late September 2013 – link with other communications going out around this time. | Bring councillors up-to-date on progress, practical arrangements and provide information about the launch. | JOB/JC/S / Rob Renouf |
| **Staff Consultation meetings** | On-going TUPE consultation, potential measures and details of the transfer. | All colleagues & TUs | From September 2013 on-going through to March 2014 | To consult and inform in accordance with TUPE. To agree the list of colleagues transferring. | MD /JC / HR |