

## Stevenage Borough Council

### Communications Plan: Cooperative Neighbourhoods

#### Context

This is the next stage in the development of Cooperative Neighbourhoods programme. The Borough has been divided into six localities for this programme, with the objective of coordinating services at a neighbourhood level and supporting the growth of local initiatives created by residents, communities, partners and engaging with the different groups living and working within Stevenage.

The development of Cooperative Neighbourhoods serves to strengthen Stevenage's commitment to Cooperative Council Principles.

Cooperative Neighbourhood Management is one of the five key strategic objectives of Stevenage Borough Council's 'Future Town Future Council' Co-operative Corporate Plan. This model will maximise the benefits of localised and collaborative service delivery and community engagement.



Our Cooperative Neighbourhoods is a key part of a suite of policies coming forward that addresses how we work alongside communities, for example our upcoming community centre review and community wealth building initiative.

It is important to engage staff (our ambassadors) as well as our residents and local community to demonstrate the direction of travel we have achieved through work we've done so far.

This communications plan will explain how SBC will share its progress with internal and external audiences.

This programme will begin its roll out from January 2020.

#### Key Messages (to be approved)

- We will commence using our unique co-operative approach to work closely with our key stakeholders (residents, community groups, voluntary sector and so on.)
- We will engage, respond and plan the way we collaborate on projects to improve our neighbourhoods and Town Centre.
- Council services will work together to ensure the Cooperative Neighbourhood offer is to be designed with residents not designed for residents.

**Audiences**

Residents

Employees (especially Frontline Staff)

Voluntary groups / third sector

Schools and Colleges

Businesses

Members

**Communications activities – Q4 2019/20**

<b>Date</b>	<b>Action</b>	<b>Audience</b>	<b>Channel</b>	<b>Input</b>	<b>Status</b>
Dec 2019	Verbal update and paper	Executive	Face to face	Robert Read (comms outline paper)	To be actioned
Jan 2020	Verbal update to SLT	SLT	Face to face	Robert Read	To be actioned
Jan/Feb 2020	Rob's blog or Meet...Robert Read – explain the programme and its initial steps/goals	Employees	Intranet	RR/Comms	To draft
Jan/Feb	External comms launch – letting the public know how the council will engage with them to discuss and improve the look, feel and experience of being part of the Stevenage community.	Public	Media/Social Media	All	To be actioned
Jan 2020	SBC Leadership Forum	Managers	Face to Face	Robert Read	Robert to create collateral for stall based on chat with comms
Spring 2020	Article for residents	Public	Chronicle	Comms	To draft
Spring 2020	Short highlights video	Public	Intranet Social media CE summer roadshow	Comms	To be actioned.

**Measurement / Evaluation**

The following measurements and evaluation will help understand the success of this communications activity, its reach to target audiences and sharing of key messages.

- Articles on intranet website click-throughs and number of views / comments to intranet
- Employee engagement levels and feedback
- Number of visitors to the launch stall at Leadership Forum