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 October 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.

Appendix D - Co-operative Neighbourhoods – Communication Plan

Audiences
Residents
Employees (especially Frontline Staff)
Voluntary groups / third sector
Schools and Colleges
Businesses
Members

Communications activities – Q2 2020/21

Date	Action	Audience	Channel	Input	Status
Week 3 July 2020	Briefing for ADs & Ops Managers	ADs & Ops Managers	E-mail	RR draft and to be sent by TBC	Complete
12th August 2020	Update paper to Executive	Executive	Paper and virtual meeting	RR to draft paper	Paper drafted
12th August 2020	Social media messaging post Exec decision	All residents	Social media	RR and Comms to draft	Being drafted
Week 3 August 2020	Briefing for all staff attached to Co-operative Neighbourhoods Teams	All staff in CN Teams	e-mail update with guide to working in CN Teams	RR drafting text	Text drafted
Week 1 September 2020	Launch of Intranet pages for each CN area	All staff	E-mail update	Comms to create Intranet pages for each CN area.	Outline for intranet pages drafted and information being gathered
Week 1 September 2020	Development of 1 page guide to Co-operative Neighbourhoods for residents	All residents	Web pages, social media	Project Manager/Comms	To be drafted
Week 2 September 2020	Launch of Co-operative Neighbourhoods and the first stage of Community Plans	Members, 'Community Leaders', wider community	Press release, virtual video launch, Social Media and 'virtual meetings' Launch of competition to design Community Plan front pages	Comms and Community Development	In planning
December 2020	External comms – letting the public know how the council will engage with them to discuss and improve the look, feel and	Public	Chronicle Special	All	To be agreed by Chronicle Editorial Board

	experience of being part of the Stevenage community.				
Spring 2021	Short highlights video	Public	Intranet Social media CE summer roadshow	Comms	
Spring/Summer 2021	Peer to Peer comms	CCIN, LGA, DCN, Trade Press	Feature Articles, Case studies, showcases	Comms, Communities & Neighbouroods	

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