

## ACCESS Joint Committee

**Date:** 10 December 2018

**Report by: Officers Working Group**

<b>Subject:</b>	<b>Communications Plan</b>
<b>Purpose of the Report:</b>	To submit to the Joint Committee the draft Communications Plan and agree implementation.
<b>Recommendations</b>	The Committee is asked to: <ul style="list-style-type: none"><li>○ Approve the Communications Plan and agree implementation.</li></ul>
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## 1. Background

- 1.1 The Joint Committee identified the need to have a Communications Plan to ensure that key stakeholders are identified and key messages are directed to the appropriate audience.
- 1.2 A communications workshop was held in September 2018, led by Hymans Robertson which ascertained the current perceptions of the ACCESS Pool and identified a number of measures to be implemented to shape future communications and to influence the perceptions.
- 1.3 The Communications Plan will be used as direction to build long term relationships with the key stakeholders to the ACCESS Pool and ensure that key messages are delivered timely and effectively, to promote the activity of ACCESS in a positive manner.

## 2. The Communications Plan

- 1.4 Hymans Robertson held a workshop attended by a number of the Officer Working Group (OWG) and the Chair of Joint Committee where they presented their research on the public perception of ACCESS, comparing this to the other LGPS Pools and initiated discussion on where ACCESS sees itself and how it wants to be perceived by the its stakeholders.

- 1.5 The outputs of this workshop were used to form the draft Communications Plan (attached as **Appendix 1**) and Hymans will present their research findings, the key messages from the workshop and how to implement the Plan to the ACCESS Joint Committee.
- 1.6 The Communications Plan sets out the key messages that ACCESS wants to deliver and a number of recommendations and approaches to develop and enhance how ACCESS is perceived.
- 1.7 In addition there were a number of preparatory activities identified that should be agreed before implementation:
  - Refine and sign off on messages and proof points
  - Draft Q&A for all members of ACCESS to refer to, ensuring consistency of message
  - Agree spokespeople
  - Agree budget, scope and responsibility for Communications Plan

## **2. Implementation**

- 2.1 The OWG discussed the Plan and concluded that within existing resources the Plan cannot be implemented in full at the current time such as media training, regular press coverage, media relationship engagement etc. These activities would be the responsibility of Programme Director once they have been appointed. There are however, a number of activities that can be implemented relatively simply, such as press releases, website maintenance, LinkedIn page etc.

## **3. Recommendations**

- 3.1 The Committee is asked to:
- 3.2 Approve the Communications Plan and agree implementation.

## **4. Consultation with Key Advisers**

- 4.1 Hymans Robertson hosted a workshop meeting 24 September 2018, with the outcomes being translated into the draft Communications Plan.

## **5. Background Papers**

- 5.1 Communications Plan.