
*'One Public Service for
Chorley'
Communications plan for the
Chorley Public Service Reform
Programme*

Overview

The purpose of this plan is to support partners to actively engage with the public service reform strategy and give a structure to how we will communicate with stakeholders.

We are currently in year one of delivery, testing and trying out new ways of working to help shape how we can achieve the objectives of our strategy in years two and three.

The early stages will focus on what we are doing and why, drawing partners together around common goals and starting the conversation with residents about why we are changing the way we all work together as partners and how they can be involved

The strategy aims to make system wide change but so that we can get something moving at pace, there will be a primary focus in the Chorley inner east area as this has been chosen as a pilot area for delivering some of these services.

The plan will be separate to, but have close links with, what is being done to create an integrated community wellbeing service for Chorley.

Objectives

The Chorley Public Service Reform Partnership Strategy the purpose is stated as “We will work together to integrate and reconfigure public services in Chorley to provide the best outcomes for residents”, and the vision is stated as “By 2020, we will have high quality public services which provide value for money and the best outcomes for the residents of Chorley”.

To support the strategy, the objectives for the communications and engagement are:

- To develop a clear narrative for change
- To help us deliver the objectives of the public service reform strategy
- To illustrate the benefits to key stakeholders including GP's
- To engage staff, residents and other stakeholders in conversations setting out the case for change and benefits.
- To gain buy in and support from key decision makers

Evaluation

The success of the communications plan will be determined by:

- How informed partners in public service reform feel about the programme
- Staff engagement in the process of changing to a new way of working
- How involved and informed wider stakeholders including GPs are in the process, using basic surveys, newsletters, peer groups
- Coverage in the local and trade press
- Output statistics on social media posts, email campaigns and website visitors
- Achievement against the objectives in the public service reform strategy
- Feedback from residents as part of public engagement, events (e.g. friends and family test, promotional material)

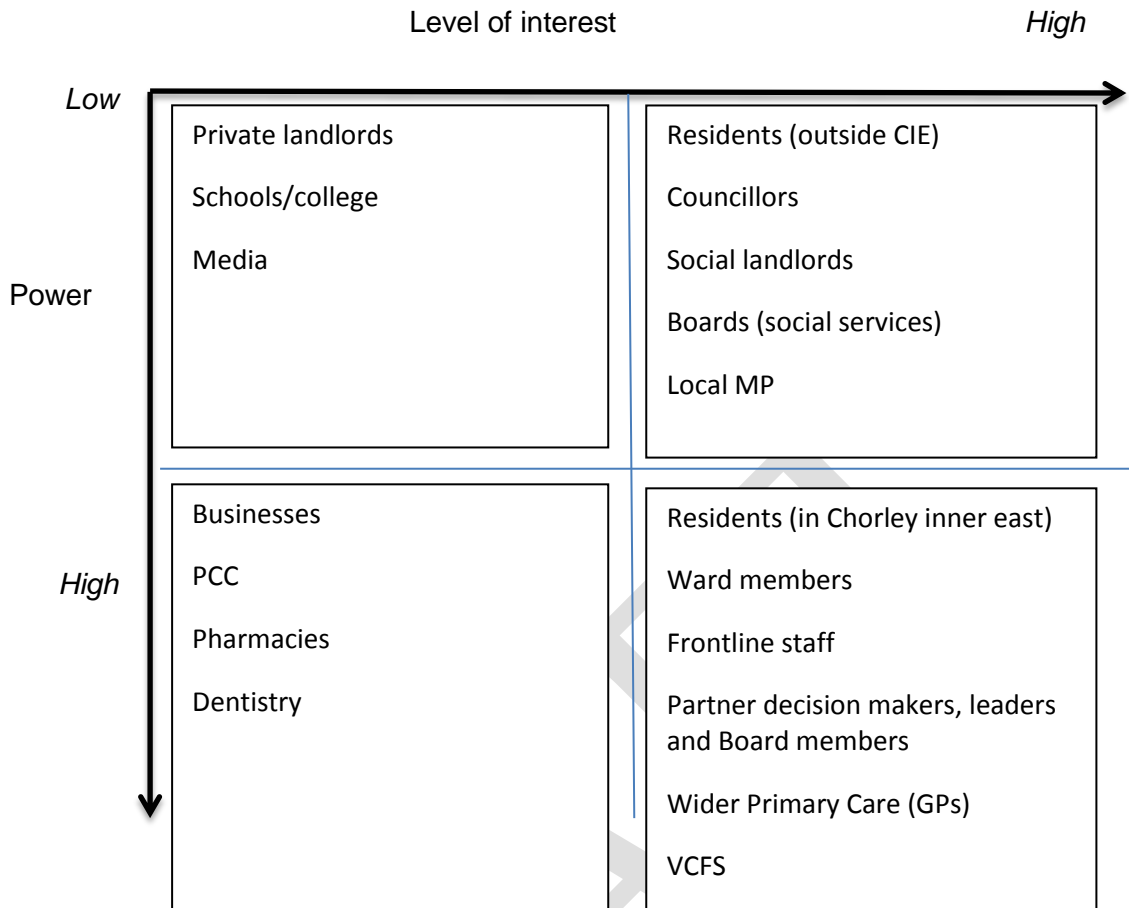
Situational analysis

It is important that we set the context of where we are now:

Strengths Agreement on the issues A strong partnership approach	Weaknesses Lack of knowledge among the local community Traditionally a hard to reach part of the community
Opportunities We have clear data for this area of Chorley and can evidence any improvements	Threats Organisations not fully committing to the work Not delivering the detailed plan on time.

Audience

To be effective and give the greatest return on investment, the messages and methods for this plan need to be carefully targeted towards identified groups. The target audiences are included in the stakeholder map:



Communications plan

1. The elevator pitch

By 2020, we will have high quality public services, which provide value for money and the best outcomes for the residents of Chorley.

There is a compelling case for change:

- We want to improve outcomes for individuals and communities and to save money for public services
- This will mean working differently together and making innovative use of our collective resources.
- The focus will be on early intervention and prevention to reduce demand by empowering communities to help themselves and making the right support available at the right time.

- We need to help people choose healthier lifestyles so they can realise their full potential
- Understanding our community and making the most of its assets will be vital to increasing resilience
- The workforce need to lead the change with a focus to make every contact count, regardless to who it is
- The impact and benefits of the service will provide an opportunity to make public services sustainable.

The objectives for this part of the project are:

- To ensure all organisations including understand what we are doing and the part they need to paly
- Where activity is in a focussed area, to inform residents about what's going to be happening in their area and why

2. Marketing channels

To ensure the campaign is successful it needs to make use of a range of channels in targeting particular messages and particular groups. The table below sets out how each of the main channels will be used in the campaign.

Marketing channel	Messages, considerations and approach
Local press and media	Local media will be used to inform people of the changes being made but as take-up in the Chorley Inner East area is low this will not be as important as other campaigns
Hard copy materials	As we are targeting a fairly small community who are traditionally hard to reach with information it is important we consider the use of flyers and posters to inform people of what's happening.
Trade press	It is important to continue the work already started to place Chorley as a place where innovative and different work is taking place.
Social media	The social media feeds of all organisations will be used in the normal way to support the messages of the campaign.
Events and meetings	Bringing the community together will be an important part of the work so events that celebrate achievements and outline what's happening will form part of the work.
Web	Websites are one of the most popular ways for people to receive information about what is happening. Although this work is being piloted in a small area of the borough it is important that people can find information about what is being done online.
Email	Email is the channel that prompts people to take action more than any other. Thought will be given to using email addresses for residents in that locality to keep them up-to-date with what's happening.
Organisation specific communication channels	It is important that all organisations involved keep staff informed of what's happening. The PMO will manage key messages from the Executive and Board. It will be down to each organisation to identify the best way of getting the messages across to staff.

3. Key messages

The messages will need to be tailored to different audiences and will change as the proposals become clearer:

Partner organisations

- The way we are delivering public services is changing
- We need to look beyond our teams and own organisations and work closer with our partners to ensure we are giving residents the best possible opportunity to fulfil their potential
- This might mean giving your managers and staff permission to take part in projects or initiatives that seek to test new ways of working and drive innovation
- It is an opportunity to get rid of the frustrations of working within the limits of your own organisation, particularly in relation to health and wellbeing services
- This is a pilot area so please feedback your experiences so we can develop a service that gives residents what they deserve

Note – the Chorley Public Service Reform strategy includes specific activity to develop workforce and culture which will require more detailed plans.

Residents

- They say 'prevention is better than cure' - our idea is for public services in Chorley that work together to prevent unnecessary emergency care
- It's really important that everyone looks after themselves – what could we do to understand what wellbeing means to you, help you to empower yourself to maintain a healthy lifestyle
- We want to start a conversation in your (the Chorley inner-East) area – you will start to see activity in your area so please help us by working together with us to make improvements, by getting involved e.g. VCFS

GPS/health partners

- If we get this right it will make your job easier
- It is important you are familiar with initiatives and services being provided in the area where you work so you can effectively signpost patients to support in organisations outside the traditional NHS organisations.
- This is additional support for you to help your patients

Deliverables

This communications plan will need to change and respond to the developments and decisions in the wider project. Therefore, the plan itself focuses at the moment primarily on the first few months, but also gives an overview of likely work to be undertaken in the future:

Month 1	Activity	When?	Comments	Lead
	(Detailed deliverables to be agreed)			

Month 2	What?	When?	Comments	Lead
	(Detailed deliverables to be agreed)			

Month 3	What?	When?	Resourcing	
	(Detailed deliverables to be agreed)			