

Dumfries and Galloway Corporate Parent

Our Promise Communication Plan

#DeliveringOnThePromise
Communication Plan

Dumfries &

Galloway

Together is
Better



Dumfries and Galloway Corporate Parent Our Promise Communication Plan

Our Corporate Parent Group have developed and will deliver on this communication plan designed to inform and engage with our staff, children, young people, families, our communities, key partners, trade unions and the Promise Team with the work of change required and our transformation activity for us to deliver on **'Our Promise' to deliver change and #Delivering on The Promise.**

Throughout this communication plan **our target audience** is Elected Members; Dumfries and Galloway Council Staff; our children, young people and their families; our communities; key partners including NHS Dumfries and Galloway, Police Scotland, Third Sector Organisations; Trade Unions and the Promise Team.

This plan recognises our target audience have different communication needs. **Getting the right communications** to the right people in the right format is crucial, we will therefore use an appropriate and flexible mix of methods both internally and externally.

To ensure proper co-ordination of all communications, our Corporate Parent Group Members will be informed of and involved in all relevant activity.

Communications Action Plan

Stakeholder	Objective	Communication Method	Timeline	Lead
Elected Member	Introduction to The Promise – delivering on ‘Our Promise’	Elected Member Seminar	12 November 2021	Lillian Cringles, DGC / Stephen Morgan, DGC / Thomas Carlton, The Promise Team
	Update on progress delivering on our Corporate Parent Plan and Transformation Programme	Social Work Committee	6 monthly	Stephen Morgan, DGC
		Briefings through GovDel	Duration of Plan	Corporate Parent Group
Staff and Key Partners	Introduction to The Promise – delivering on ‘Our Promise’	Internet – Council website	Duration of Plan	Corporate Parent Group
		<ul style="list-style-type: none"> -Senior Leadership Team / Corporate Management Team / Corporate Parent Group / Team meetings -Strategic Meetings with Partners eg Homeless Forum, CSSAP -Contract Monitoring Meetings with Commissioned Services -External meetings with independent providers -Focus groups -Newsletters 	October 2021 to December 2021	Corporate Parent Group
	Update on progress delivering on our	-Senior Leadership Team / Corporate Management	Duration of Plan	Corporate Parent Group

Stakeholder	Objective	Communication Method	Timeline	Lead
	Corporate Parent Plan and Transformation Programme	Team / Corporate Parent Group / Team meetings -Focus groups -Workshops -Newsletters		
Children, Young People, Families and Carers	Children, young people, families and carers will have the opportunity to have their voice heard and be involved in service planning and delivery	Meetings through the Young Peoples Champions Board / ListentoUs Group Social work staff day to day operational practices - visits to our children, young people and families Engagement Days with Foster Carers Drop in clinics / Workshops / Events Virtual Care Experienced Academy Dedicated web pages / web based applications – Leaving Care, Foster Carers Surveys Information disseminated via GovDel to all foster / kinship households	Duration of Plan	Corporate Parent Group Social Work Senior Management Team Sheila Clingan Corporate Parent Group Melanie McEwan / James McDowall / Avril Dickie Sheila Clingan Corporate Parent Group Sheila Clingan

Stakeholder	Objective	Communication Method	Timeline	Lead
		Social Media platforms		Corporate Parent Group
Communities	Introduction to The Promise – delivering on 'Our Promise'	Council Publications – community bulletin, internet, committee reports	For the duration of plan	Corporate Parent Group
	Update on progress delivering on the plan	Council Publications – community bulletin, internet, committee reports	For the duration of plan	Corporate Parent Group
Trade Unions	Introduction to The Promise – delivering on 'Our Promise'	Meetings	6 monthly	Stephen Morgan
	Update on progress delivering on the plan	Meetings	6 monthly	Stephen Morgan

Approved by:	October, 2021
Review due:	October, 2022