



## People, Communication and Involvement

### Within the partnership

Inevitably most partnerships rely on meetings, even when they may not be the most appropriate way of working. Workshops or less formal events may be better for things like problem-solving or planning.

Newsletters, share point sites, or e-mail groups are simple ways of maintaining communication between partners outside of meetings.

Partners should agree and all sign-up to an information sharing protocol to enable the flow of relevant information across the partnership. Examples may be available from the partnership website.

The partnership should encourage, facilitate and manage effective engagement with community members.

### Outside the partnership

The partnership should establish appropriate structures or mechanisms for communicating with and involving people outside the partnership. It should also seek to develop strong linkages with local or regional partnership networks.

It is important to **maintain a focus on the target community**. Wherever possible, people like service users and carers should be represented on the partnership and be included in designing and implementing activities.

Information and results should also be regularly communicated to the target community. The annual performance summary is an ideal way of communicating the partnerships achievements and challenges it has faced. However the approaches used will depend on the target audience, and must be tailored to suit their needs.

It may be helpful to develop a communication plan on an annual basis, or for specific subjects. A **template** is available on the partnership website.

### TOP TIPS & KEY QUESTIONS

#### **Consider developing a communication plan for your Partnership.**

Take into account the information & communication needs of your customers or users (what they need), not just the partnership's desire to communicate with them (what you want).

