

Brighton & Hove Children's & Young People's Trust

DRAFT Communication and Consultation Strategy

2007- 09



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1. Introduction & Vision

The Children and Young People's Trust (CYPT) believes that working together is the best way to make a positive difference to the lives of children and young people. First and foremost, that means creating a real partnership between all of the different agencies in the city and with children and young people, their parents, carers and families.

Effective communication and consultation is essential if that partnership is to work together successfully and deliver the vision set out in the Children and Young People's Plan (CYPP) that:

“Brighton & Hove should be the best place in the country for children and young people to grow up. We want to ensure all our children and young people have the best possible start in life, so that everyone has the opportunity to fulfil their potential, whatever that might be.”

This strategy sets out how we will develop and improve the ways in which we communicate and consult across the CYPT partnership.

2. Where are we now?

The first communications strategy for the CYPT was agreed in September 2004. It concerned internal communications only and covered the period of development of the Trust.

The following tasks were completed:

- Mechanisms established for briefing staff and stakeholders, i.e. Intranet and Internet briefings, written briefings, *Children First* and Senior Managers' Forum
- Three staff seminars held
- Public consultation on CYPT development held
- Specific consultation undertaken with young people, parents and carers
- Member briefing held
- Branding strategy for the CYPT implemented, along with CYPT logo
- Welcome pack produced for staff induction sessions
- Service user leaflet prepared
- Launch event held

It is now time to look ahead to the next period, as the Trust consolidates progress to date and faces the new challenge of becoming a fully functioning multi-agency organisation.

This means that as well as maintaining highly effective internal communications, to inform and motivate staff within all the CYPT partner organisations, we need to look outwards, to establish the Trust and its partners as well-recognised and respected deliverers of children and young people's services in the city.

The Communication and Consultation Group undertook a joint planning and evaluation process that identified the following challenges:

- A lot of information about the CYPT is now available, but gaps are being identified and our various audiences are only at the stage where they are beginning to absorb a lot of the detail. This is a process which requires time.
- This is a learning organisation, we are discovering by doing.
- Structures and processes for internal communications are largely in place, but need to be reviewed as the new organisation and partnership beds down
- There is further work to be done on external communications
- Organisational development is a continuous process driven by ongoing change at a national, regional and local level

3. A Communication and Consultation Strategy for the Children and Young People's Trust Partnership

An honest conversation:

This strategy is concerned with an honest conversation about:

- The quality of services we can offer and the standards we aim to achieve
- The effectiveness, efficiency and value for money of our services and the arrangements for their commissioning and delivery
- The impact of what we do – improving outcomes for children and young people by supporting the family and caring relationships and communities in which they will thrive

Our aims:

This strategy aims to ensure that:

- Everyone living in Brighton and Hove knows what is available and how to access relevant services for children, young people and their families
- Stakeholders and partners want to be associated with the partnership and feel a part of it
- Stakeholders, partners and service users are part of a learning organisation committed to continuous service improvement

Our principles:

This strategy is based upon the following principles:

- We recognise that communication and consultation are key to the same honest conversation we want to have across the Children and Young People's Trust partnership.
- We believe that it is through the involvement and participation of children, young people and their families that we will create lasting improvements in services.
- We believe the full involvement of staff in the planning and evaluation of services will contribute to the Trust's commitment to develop a respected, skilled, flexible, and sustainable workforce, and an organisational culture based on continuous service improvement and learning.
- We are committed to effective quality assurance and co-ordination of communication and consultation activity across the partnership, and with other agencies and organisations in the city, through the publication and updating of practice standards that support our equalities agenda and promote non-discriminatory practice.

Our Strategy:

The CYPT will ensure that:

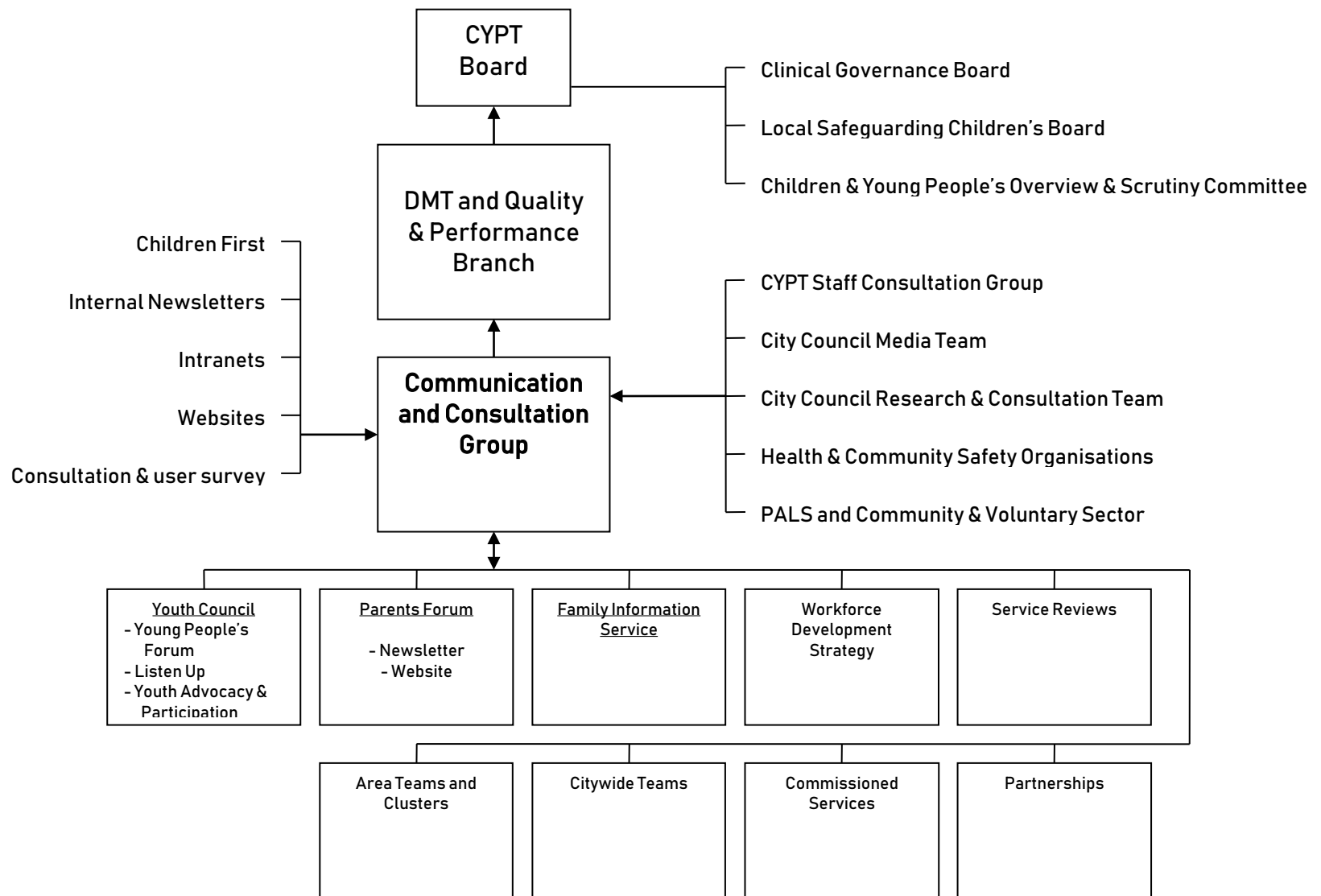
Children, young people and their families and carers are fully informed about and appropriately involved in planning and evaluating the advice, support and specialist services which they receive. This will take place through a range of processes including published information, the Common Assessment Framework, participation in multi-professional planning meetings, involvement in case conferences and reviews, and through advocacy services and complaints procedures.

Children, young people and their families and carers, our workforce, our partners and stakeholders and the public are fully informed about and involved in the design, evaluation and improvement of services. This will take place through a range of processes and forums including published information, questionnaires and surveys, the Youth Council and Schools' Councils, the Parents Forum, the Governor Network, the Workforce Development Strategy, and the CYPT's governance arrangements.

4. Implementing our Strategy

The success of this strategy depends on the work of a range of groups and partners. The CYPT has established a multi-agency Communication and Consultation Group, which will coordinate, quality assure and monitor that work across the partnership.

The Communication and Consultation Group has consulted with partners about the following structure and summary implementation plan. Following approval of the proposed strategy a detailed arrangements will be put in place to monitor performance and outcomes.



5. Summary Implementation Plan:

| Priorities | Objectives | Actions | Lead officer/organisation |
|---|---|---|--|
| Involvement of CYP, families and carers in planning and evaluating Services they receive | 1. Provide accessible and comprehensive information | <ul style="list-style-type: none"> *Publish Family Information service online directory *Publish information materials for service-users *Publicise school profiles and Ofsted reports *Publicise annual reports on plans and services inc CYPP *Publicise websites and intranets *Publish Children First magazine *Publish Parents Forum newsletters *Publish e-induction, protocols and strategies *Liaise with PALS | Fiona Ricci, FIS manager Sue Bowes, CYPT Communications Officer Sarah Daly/Mandy Miller/ Linda Ellis CYPT school advisory service Steve Barton, AD Quality & Performance Sue Bowes Sue Bowes Sally Booth/Tasha Barefield, Parents Forum Q&P branch Jane Simmons/Jane Bolding, PCT |
| | 2. Ensure CYP and families are involved in planning and reviewing services they receive | <ul style="list-style-type: none"> *Implement CAF *Implement Information Sharing Protocols *Develop and implement common standards for involving CYP and families *Monitor and evaluate arrangements for involving CYP and families | Duncan Campbell John Ota CYPT DMT Safeguarding sub-group Beverly Cohen (YAP) Colin Povey (Senior IRO) Sally Booth (Quality Assurance) |

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|--|---|--|--|
| | | *Work with CVS | Steve Barton |
| | 3. Ensure CYP and families are supported to review and challenge | *Ensure client access to appropriate records *Provide advice and advocacy services *Provide a complaints procedure *Involve PALS | Clinical Governance Board Beverly Cohen (YAP) Brian Foley (Complaints manager)/John Ota Jane Simmons/Jane Bolding, PCT |
| Involvement in the design, evaluation and improvement of services | 4. Ensure CYP and families, workforce, partners, stakeholders and public are informed about CYPT developments | *Publish Children First *Maintain websites and intranets and ensure policies, guidance, strategies and protocols are available to service-users *Publish internal newsletters *Co-ordinate and quality assure questionnaires and surveys *Provide forums and briefings | Sue Bowes Sue Bowes and Communication and Consultation Group Sue Bowes, C&C Group, Corporate Research Team C&C Group |
| | 5. Involve CYP in design, evaluation and improvement of CYPT services | *Develop Youth Council & Youth Participation Strategy (through Youth & Connexions Board) *Develop Young People's Forum *Continue work with schools councils *Conduct annual Tellus survey, Safer at School Survey etc | Beverly Cohen, YAP Beverly Cohen & Nigel Jenner Beverly Cohen Ruth Hilton, Healthy Schools C&C Group, Chris Owen (Healthy Schools) |

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|--|---|--|--|
| | | <p>*Facilitate involvement in service redesign and joint commissioning process</p> <p>*Involve NHS forums</p> <p>*Facilitate involvement in one-off projects e.g. 'mystery shopping', focus groups</p> | <p>CYPT DMT</p> <p>Jane Simmons/Jane Bolding</p> <p>C&C Group</p> |
| | <p>6. Involve families and public in design, evaluation and improvement of services provided or commissioned by CYPT and its partners</p> | <p>*Develop the Parents Forum</p> <p>*Consult and work with school governors</p> <p>*Help develop Area partnerships and children's centres</p> <p>*Ensure user involvement in city-wide and specialist services</p> <p>*Consult and work with PALS</p> <p>*Consult and work with CVS advocacy and information organisations</p> <p>*Agree a coherent annual programme of questionnaires and surveys to contribute to the annual programme co-ordinated by the council's research and consultation team</p> | <p>Tasha Barefield</p> <p>Rose Wisdom (governor support)</p> <p>Area Teams, Commissioning & Partnership M & Children Centre Managers</p> <p>Liz Rugg (AD Specialist Services)</p> <p>Jane Simmons/Jane Bolding</p> <p>Steve Barton, C&C Group</p> <p>C&C Group</p> |
| | <p>7. Involve workforce in design, evaluation and improvement of services</p> | <p>*Implement CYPT workforce development strategy, including the CVS workforce</p> <p>*Support and involve teams/managers in service</p> | <p>Annie McCabe/Duncan Blinkhorn</p> <p>Annie McCabe</p> |

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|---|--|--|---|
| | | <p>evaluation</p> <ul style="list-style-type: none"> *Facilitate involvement in service redesign and joint commissioning process *Involve staff consultation forums *Promote and publicise good practice through Children First | <p>DMT & Q&P branch</p> <p>WAMG/Annie McCabe</p> <p>Sue Bowes</p> |
| | 8. Involve our partners and stakeholders and the public in the design, evaluation and improvement of services | <ul style="list-style-type: none"> *Reports to CYPT Board and other groups *Contribute to the annual programme of questionnaires and surveys co-ordinated by the council's research and consultation team *Encourage involvement of the CVS through the CVS Forum and its elected reps and the children's network *Involve the Health User Bank where appropriate *Evaluate CVS and partnership working | <p>CYPT DMT</p> <p>C&C Group</p> <p>Steve Barton</p> <p>Jane Bolding</p> <p>Duncan Blinkhorn</p> |
| Co-ordinate & quality assure communication & consultation activity across CYPT partnership | 9. Ensure that the CYPT Board, senior managers, partner organisations & stakeholders receive regular reports monitoring quality & evaluating the impact of communication & consultation activity across the CYPT | <ul style="list-style-type: none"> *Publish terms of reference & membership of the C&C group *Publish C&C Strategy *Agree work Programme 2008/9 *Put performance framework in place | <p>Steve Barton/Sue Bowes</p> <p>Steve Barton/Sue Bowes</p> <p>Steve Barton/Sue Bowes</p> <p>Steve Barton/Sue Bowes</p> |