

Annex Two: Proposed communications and engagement approach

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	2013			2014					
	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Project Phase	Business Case Preparation 22 Oct – 17 Dec			Implementation Jan – Apr 2014 -Creation of LATC and transfer of liabilities - Contract/SLA negotiations				Go Live April 2014 on	
Staff – in-scope services	Early Engagement - Team Managers briefing -Staff team briefings -Q&As circulated and posted on snet -Set up shared inbox for queries -Questionnaire			Consultation and Engagement Jan – Apr 2014 -Formal consultation regarding staff transfer -Further briefings, Q&A sessions - Themed staff working groups to support business planning and implementation				Establish Involvement Board Ongoing involvement of staff , people who use services, families and carers built into the governance structure of the LATC	
People who use services, families and carers; partner organisations	Early Engagement -Options paper circulated - Discussions with Learning Disability Partnership Board - Simple Q&As document circulated			Engagement and co-design -Co-design groups and events on business planning topics - Ongoing updates via newsletters, EasyInfo website, multi media formats -Updates to stakeholder groups				Comms/Marketing Strategy Ongoing work to promote services, share good news stories	
General public, other SCC staff	Information -Options Paper published on SCC website - Email circulated to key stakeholders			Information -Cabinet report and draft business plan to be published on SCC website and circulated in an accessible format -Respond to queries - Updates using regular communication channels – day services newsletters, e-brief					



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