



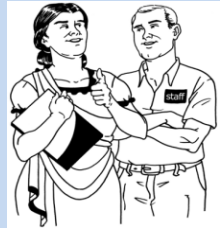
Annex Two: Communications and Engagement Approach



Projects



Write the Business Case
22 October to 17 December 2013



Our Surrey Staff



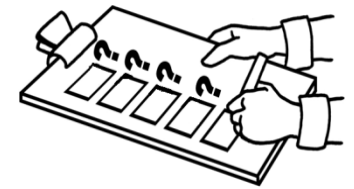
Talk to Staff / Managers



**Answer their questions
on the website**



**Set up an email for
questions**



**Questionnaire to check
what people know**



**People who use
services/ families**



**Showing people the
Options paper**



**Talk to the Surrey
Partnership Board**



**Finding answers for
common questions**



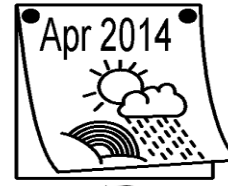
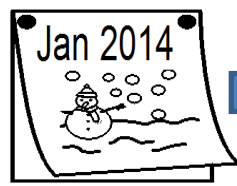
Public /other staff



**The Options Paper put on
the Surrey website**



**Email people we work
with about our plans.**



Projects



Create a Local Authority Trading Company (LATC)



Write contracts for the services the LATC will buy and sell



Our Surrey Staff



Talking to staff about moving to the new company



Staff meetings - with time for questions



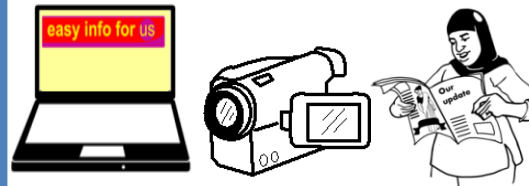
Staff groups help plan and set up the business



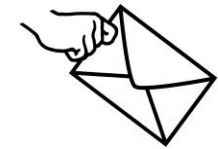
People who use services/ families



Talk to people about how they want the company to run



Send information in newsletters, websites, videos and radio



Send information to carers, families and updates to stakeholder groups



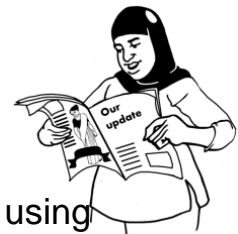
General public, other staff



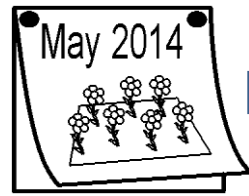
Information on the SCC website and in easy read



Answering questions



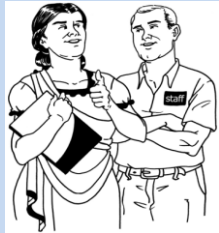
Updates using newsletters and e-brief



Projects



Open the company



Our Surrey Staff



Create our Involvement Board

For staff, people who use services, families and carers to tell us what they think and build their ideas in to the way we run our company



Communication and marketing plan

Ways to explain good things about our services and share good news stories



People who use services/ families



General public, other staff