

THREE RIVERS LOCAL STRATEGIC PARTNERSHIP

13 MARCH 2019

PART I - DELEGATED

4. THREE RIVERS LSP COMMUNICATION STRATEGY (CED)

1 Summary

- 1.1 The Board is asked to approve the proposed development of a Communications Strategy for the Local Strategic Partnership (LSP).

2 Details

- 2.1 The LSP Board agreed the Three Rivers Community Strategy 2018-2023 in March 2018. The strategy is significantly different to previous strategies in the way that it expresses the ambition for Three Rivers' residents.
- 2.2 To date the LSP has not undertaken any significant branded communications on its work. Officers feel that this has hindered the community's understanding of the work being achieved.
- 2.3 The Three Rivers Community Safety Partnership (CSP) has an agreed logo that is used on partnership communications. This increases the community's understanding of the work of the CSP.
- 2.4 The Watford and Three Rivers Families First Partnership has adopted the branding of Families First to communicate its work.
- 2.5 Officers feel that a brand is required for the LSP with a clear strapline summarising the ambition of the Community Strategy.
- 2.6 Officers also feel that the Adults with Complex Needs group and 11-19 Strategy group need to develop clear branding for their work to be communicated.
- 2.7 Members at Three Rivers District Council have asked officers to consider whether the LSP could adopt a 'year of' approach to its communications strategy. The Public Health Framework for Serious Violence and Exploitation identifies two key drivers of serious violence, poverty and social isolation. These two drivers are potential 'year of' themes that the LSP could adopt.
- 2.8 Officers are recommending that the first 'year of' theme adopted by the LSP is the 'Year against Poverty'. If agreed by the LSP Board officers would develop a communications plan on that theme for all partners to sign up to. Officers would also develop a brand and strapline for the theme asking that partner agencies use these alongside any media releases that are undertaken to promote the work of the LSP.
- 2.9 If agreed by the board the communication plan and potential branding and straplines will be developed for sign-off by the Board at its meeting in June 2019.
- 2.10 An example of a Communications plan for the delivery of the Resilience event on 3 April for the Watford and Three Rivers Families First Partnership is attached as an example in Appendix 1.

3 Options and Reasons for Recommendations

3.1 To agree the approach for the LSP to develop a Communication Strategy.

4 Policy/Budget Reference and Implications

4.1 The recommendations in this report are within the terms of reference of the Local Strategic Partnership.

5 Legal, Staffing, Environmental, Community Safety and Customer Services Centre Implications

5.1 None specific.

6 Financial Implications

6.1 The costs of developing the branding and the communication plans will be met by the Community Partnerships Team and Communications Team at Three Rivers District Council.

7 Equal Opportunities Implications

7.1 The emerging communications plan will need to consider the needs of all protected groups. An equality relevance test will be undertaken for the development of the plan and associated branding and straplines.

8 Public Health Implications

8.1 A clear communication strategy will help residents understand what is available to address the underlying determinants of public health such as poverty.

9 Risk Management and Health & Safety Implications

9.1 The Local Strategic Partnership makes use of Three Rivers District Council's agreed risk management strategy which can be found on the website at <http://www.threerivers.gov.uk>. Also, the risks of the proposals in the report have been assessed against the Council's duties under Health and Safety legislation relating to employees, visitors and persons affected by our operations. The risk management implications of this report are detailed below.

9.2 The Community Partnership service plan covers the subject of this report. Any risks resulting from this will be included in the risk register and, if necessary, managed within this plan.

9.3 The following table gives the risks if the recommendations are agreed, together with a scored assessment of their impact and likelihood:

Description of Risk		Impact	Likelihood
1	The Local Strategic Partnership fails to achieve the priorities of the Community Strategy	III	C

9.4 The following table gives the risks that would exist if the recommendations are rejected, together with a scored assessment of their impact and likelihood:

Description of Risk		Impact	Likelihood
1	The Local Strategic Partnership fails to achieve the priorities of the Community Strategy	III	D

9.5 The risk above is already managed within the Community Partnerships service plan.

10 Communications & Website Implications

- 10.1 Three Rivers District Council will develop the website of the LSP to promote the work of the partnership, its branding and straplines.

11 Recommendations

- 11.1 For the LSP Board to approve the development of a communications plan, in particular:
 - 11.1.1 The adoption of the 'Year Against Poverty' as the first focus of this plan
 - 11.1.2 The development of a brand for the LSP and a strapline
 - 11.1.3 The development of brands for the Adults with Complex Needs Group and 11-19 Strategy Group.

That public access to the report be immediate.

Report prepared by Andy Stovold, Head of Community Partnerships

Data sources:
None

Appendices:
Appendix 1 – Resilience Communications Plan