

Budget Strategy – Communication and Consultation Plan – November 2015 to March 2016

APPENDIX 11

Task	Actions	Responsible person	Timescale
Scope equality impact assessment and consultation requirements for savings		Andy Challenor (Engagement and Equalities Manager) and Richard Taylor-Murison (Equalities Officer)	November
Develop and deliver Phase 1 (November to December) communication plan	Develop budget news update briefings and video	Nigel Newman (Communications Manager)	November/ December
Develop consultation plan		Andy Challenor	November
Update online budget page to include phase 1 communications messages	www.telford.gov.uk/budget	Nigel Newman and Andy Challenor	November
Agree communication and consultation plan with Policy Review		Nigel Newman and Andy Challenor	26 November
Distribute – Your Voice – Key budget messages	Complete	Nigel Newman	Distribution starts 30 November
Prepare and agree budget communication and consultation materials and presentations		Ken Clarke (Assistant Director – Finance, Audit & Information Governance), Andy Challenor, Nigel Newman and Cllr Lee Carter (Cabinet Member for Finance & Service Delivery)	November - December
Budget proposals agreed by Cabinet		Nigel Newman and Andy Challenor	17 December
Develop Phase 2 (January to March) communication plan		Nigel Newman	23 December
Budget information and consultation to go out to all employees	Internal launch	Nigel Newman	4 January

Proposals in the public domain		Nigel Newman	5 January
Interview on Radio Shropshire		Cllr Lee Carter	5 January
Launch Phase 2 budget communications campaign	External launch	Nigel Newman	Starts 5 January, promoting consultation methods by 8 Jan
Launch budget consultation		Andy Challenor	8 January
Budget direct communication/ news update/ media release/ social media/partner communication/send online consultation tools live		Nigel Newman	8 January
Launch poster campaign in key areas		Nigel Newman	8 January
Distribute Community Panel information on the budget		Andy Challenor	8 January
Send out budget letter – key budget messages and signposting on how they can get further involved	<ul style="list-style-type: none"> • Parish, Town, Ward Members • Other key partners 	Nigel Newman	8 January
Send out budget ‘stakeholders’ email	Gov delivery database Business community Key community forums and groups	Nigel Newman	8 January
Attend Young People’s Forum	5pm – 7pm The Salvation Army Building	Cllr Lee Carter and Cllr Paul Watling (Cabinet Member for Children, Young People and Families) and Clive Jones	13 January

		(Assistant Director - Family, Cohesion & Commissioning)	
Wrap around on the Telford Journal		Nigel Newman	14 January
Host two public budget events	The Place @ Oakengates 1pm to 3pm and 6pm to 8pm	Key Cabinet Members and SMT and relevant Council officers	19 January
Webcast budget Q&A session	Online	Cllr Lee Carter and Cllr Shaun Davies (Cabinet Member for Business, Neighbourhood & Customer Services)	Date TBC during consultation
Online Q&A session Twitter/Facebook	Online	Cllr Lee Carter and Cllr Shaun Davies (Cabinet Member for Business, Neighbourhood & Customer Services)	Date TBC during consultation
Attend Senior Citizens Forum	10.30am to 12.30pm Wellington Methodist Church	Cllr Lee Carter and Cllr Arnold England (Cabinet Member for Adult Social Care) and Paul Taylor (Director: Care, Health and Well-being) and Ken Clarke and Clive Jones	20 January
Budget roadshow – Southwater	11am to 1pm Southwater One	Cllr Lee Carter and Ken Clarke	21 January
Budget roadshow – Newport	12pm to 2pm Waitrose Newport	Cllr Lee Carter and Ken Clarke	28 January
Attend Listen not label (user led organisation)	11am to 12.30pm	Cllr Lee Carter and Cllr Arnold England and Paul Taylor and Clive Jones and Richard Smith (Assistant Director – Adult Social Services)	29 January
Budget roadshow – Wellington	10am to 1pm Wellington indoor market	Cllr Lee Carter and Ken Clarke	30 January
Budget roadshow – Newport	11am to 1pm Wyevale Garden Centre	Cllr Lee Carter and Ken Clarke	2 February

	Newport		
Attend Business Board	7.45am to 9.30 am TCAT	Cllr Lee Carter and Richard Partington (Managing Director)	3 February
Attend SPIC provider forum	10.30am to 12.30pm Denby House Suite Stafford Park	Cllr Lee Carter and Cllr Arnold England and Ken Clarke and Paul Taylor and Clive Jones and Richard Smith	3 February
Attend Parish Forum	7pm to 8pm Randlay Community Centre	Cllr Lee Carter and Ken Clarke	4 February
Attend a joint unions meeting		Cllr Lee Carter and Ken Clarke	TBC
Budget roadshow – Southwater	10am to 12pm Southwater One	Cllr Lee Carter and Ken Clarke	6 February
Further roadshows across the borough	Venues to be confirmed include: <ul style="list-style-type: none"> • Bus station • TCAT • Madeley • Town centre • Retail park • Donnington • Woodside 	Cllr Lee Carter and Ken Clarke	TBC
Close of consultation			7 February
Share findings of consultation	With Cllr Kuldip Sahota (Leader of the Council), Cllr Lee Carter, Richard Partington (Managing Director) and Ken Clarke	Andy Challenor and Jon Power (Delivery and Planning Manager)	9 February
Policy Review			11 February

Update communications material to reflect key consultation findings		Nigel Newman/Andy Challenor	17 February
Cabinet			25 February
Full Council			3 March
Phase 3 budget communication ongoing as budget plans roll out		Nigel Newman	March - November