

Internal Communications and Engagement Plan

Helping deliver a Confident, Capable Council



Key Activities

Vision and Leadership

- Develop the role of leaders within the organisation as the primary channel through which two-way employee communication takes place
- Increase the visibility of the senior management team across directorate boundaries
- Provide regular, timely updates on developments to employees through existing and new channels
- Digital by design through a new 'social' intranet homepage and digital engagement events

Promote internal campaigns

- Raise employee awareness of the new Corporate Plan priorities and understanding of how they contribute to its success
- Provide on-going strategic communication support to the FutureSpace transformation programme to support new ways of working and cultural change
- Provide on-going communication support and advice to the 100:100 internal transformation and employee engagement campaign

'Be proud' - raising awareness of our achievements

- Provide ongoing communication support and advice to Annual Employee Star awards to celebrate the achievements of our employees
- Develop and launch a 'Top Job' blog on the intranet homepage to encourage employees across the organisation to recognise the 'extra mile' work of colleagues
- Develop a 'Star of the Month' feature on City people focusing on the individual achievements of employees

Our key messages

- First and foremost, we're here to serve the people of Wolverhampton and to deliver a stronger economy, stronger communities and a confident, capable council
- Everyone who works for the council – whatever their job role, whether they come into direct contact with the public or not – has a part to play in achieving these corporate priorities
- Despite the financial challenges we face, we want the City of Wolverhampton to be a thriving and prosperous place with opportunity and fairness for all – our job is making this happen
- We are committed to doing all that we can to protect and safeguard those who are the most vulnerable in our communities.
- The City Council is committed to improving internal employee communication and engagement as part of its C3 transformation programme. '360 communication' – top down, bottom up, across boundaries – is everyone's responsibility. It encourages teamwork, mutual understanding and support and can help us deliver results for our communities
- We are one team – success for one part of the council is success for the whole council and we all have a stake in it
- We need to think smarter about the way we work so our services are efficient, effective and affordable. Working smarter means better use of our assets and technology and closer working with partners to get better value for every pound we spend.

Evaluating success

- Using the November 2014 internal communication survey as a benchmark we will:
- Increase the number of employees who are aware of the City Council's corporate priorities and understand how they contribute to them from 44% (Nov 14) to 80% by end of November 2015
 - Increase the number of employees who feel informed about what's going on at the council by 20% from 54% (Nov 14) to 74% by end of November 2015
 - Increase the number of employees who feel proud to serve the people of Wolverhampton and work for the City of Wolverhampton Council. (Baseline year November 2015)

	April 15	May 15	June 15	July 15	August 15	September 15	October 15	November 15	December 15	January 16	February 16	March 16
Vision and Leadership	<ul style="list-style-type: none"> • SEB Core Brief Weds 1, 8, 15, 22, 29 • City Brief (off site) payslip insert 17 April • Meet the Team exec sessions 	<ul style="list-style-type: none"> • Leadership briefing 12 May (pm) • SEB Core Brief Weds 6, 13, 20, 27 • Core Brief (off site) payslip insert 15 May • SEB on the spot session 	<ul style="list-style-type: none"> • SEB Core Brief Weds 3, 10, 17, 24 • Ask the Exec digital, 11 • Core Brief (off site) payslip insert 19 June • Meet the Team exec sessions • Quarterly review • Comms Champions recruited • City Brief, e-update for Cllrs 11, 17, 23, 29 • Corporate Plan (CP) (full comms strategy) 	<ul style="list-style-type: none"> • Leadership briefing 23 July • SEB Core Brief Weds 1, 8, 15, 22, 29 • Core Brief (off site) payslip insert 17 July • SEB on the spot session • 'The Wall' • City Brief, e-update for Cllrs 6, 12, 20, 27 	<ul style="list-style-type: none"> • SEB Core Brief Weds 5, 12, 19, 26 • Ask the Exec digital, 13 • Core Brief (off site) payslip insert 14 August • City Brief, e-update for Cllrs 3, 10, 17, 24 	<ul style="list-style-type: none"> • Leadership briefing 24 September • SEB Core Brief Weds 2, 9, 16, 23, 30 • Core Brief (off site) payslip insert 18 September • SEB on the spot session • Quarterly review of performance • City Brief, e-update for Cllrs 1, 7, 14, 21, 28 	<ul style="list-style-type: none"> • SEB Core Brief Weds 7, 14, 21, 28 • Ask the Exec digital, 8 • Core Brief (off site) payslip insert 16 October • City Brief, e-update for Cllrs 5, 12, 19, 26 	<ul style="list-style-type: none"> • Leadership briefing 19 November • SEB Core Brief Weds 4, 11, 18, 25 • Internal communication employee survey, 2 • Core Brief (off site) payslip insert 20 November • SEB on the spot session • City Brief, e-update for Cllrs 2, 9, 16, 23, 30 	<ul style="list-style-type: none"> • SEB Core Brief Weds 2, 9, 16 • Ask the Exec digital, 10 • Core Brief (off site) payslip insert 18 December • Quarterly review of performance • City Brief, e-update for Cllrs 7, 14, 21, 28 	<ul style="list-style-type: none"> • Leadership briefing • SEB Core Brief Weds 6, 13, 20, 27 • Core Brief (off site) payslip insert ?? January • SEB on the spot session • City Brief, e-update for Cllrs 4, 11, 18, 25 	<ul style="list-style-type: none"> • SEB Core Brief Weds 2, 9, 16 • Ask the Exec digital, 11 • Core Brief (off site) payslip insert ?? February • City Brief, e-update for Cllrs 1, 8, 15, 22, 29 	<ul style="list-style-type: none"> • Leadership briefing • SEB Core Brief Weds 2, 9, 16 • Core Brief (off site) payslip insert ?? March • Quarterly review of performance • SEB on the spot session • City Brief, e-update for Cllrs 7, 14, 21, 28
Promote Internal Campaigns / Initiatives	<ul style="list-style-type: none"> • 100:100 • City People Daily updates • City People Weekly News digest 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute' part of Meet the Team exec sessions • FutureSpaces (full internal comms strategy) 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions • New City People homepage (social intranet) 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions • Internal communication employee survey, 2 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • Analyse results of employee survey 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions 	<ul style="list-style-type: none"> • City People Daily updates • City People Weekly News digest • 'How we contribute to CP' part of Meet the Team exec sessions
'Be proud' - Raising Awareness of our Achievements	<ul style="list-style-type: none"> • Star of the Month' City people feature • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star certificate part of Meet the Team exec sessions • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star certificate part of Meet the Team exec sessions • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Launch of Top Job blog • Star certificate part of Meet the Team exec sessions • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 Communication support • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 Communication support • Top Job blog • Internal Communication survey 2 • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 Communication support • Top Job blog • Analyse results of employee survey • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 Communication support • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 Communication support • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements 	<ul style="list-style-type: none"> • Star of the Month' City people feature • Star Awards 2016 ceremony • Top Job blog • City People Daily updates • One x positive story each week on employee generated initiatives and achievements

* Key: white text = completed CP = Corporate Plan