

Appendix 1 - Visions and values consultation/communication plan

Audience	Method of consultation	When	Action	Who
Staff	online consultation - intranet	June 2008	<ul style="list-style-type: none"> • Webpage set up detailing the draft vision and values • Online questionnaire takes place between June-August • Homepage image with link displayed in June, July, August 	ODU web editor/ e Communications manager/ SSDC web manager
	Talking Shrop staff magazine	May and July 2008	<ul style="list-style-type: none"> • Article in May edition (copy deadline 25 April) publicising upcoming consultation and signposting to online consultation • Article in July edition (copy deadline 6 June) reminding that the consultation is still taking place 	Press and public relations officer
Councillors	local committees	July 2008	<ul style="list-style-type: none"> • Request that an item be added to the July agenda of the five continuing local committee pilots –to gather comments on the draft vision and values facilitated by learning and development project team using the interactive voting system equipment 	organisational development manager/ local committee lead officers/ learning and development project team managers
	online consultation	June 2008	<ul style="list-style-type: none"> • Signpost councillors to online consultation via email and leaflet 	Locality officer
Public	Press release	June 2008	<ul style="list-style-type: none"> • press release issued in June publicising and signposting to the webpage and online questionnaire 	Corporate communications officer
	local committees	July 2008	<ul style="list-style-type: none"> • Request that an item be added to the July agenda of the five continuing local committee pilots –to gather comments on the draft vision and values facilitated by learning and development project team using the interactive voting system equipment 	organisational development manager/ local committee lead officers/ learning and development project team managers
	Shropshire magazine	June 2008	<ul style="list-style-type: none"> • Article in June edition signposting people to online consultation (copy deadline 25 April) 	Corporate marketing manager
	Online consultation - internet	June 2008	<ul style="list-style-type: none"> • Webpage set up detailing the draft vision and values • Online questionnaire takes place between June-August • Homepage image with link displayed in June, July, August 	ODU web editor/E communications manager

Partners	postal consultation	June 2008	<ul style="list-style-type: none"> • Write to all parish councils with copy of draft vision and values and inviting comments • Aim for 12 week response period 	Locality officer
	Online consultation	June 2008	<ul style="list-style-type: none"> • Signpost partner organisations to online consultation via email and letter 	Organisational development manager/locality officer
	Parish council newsletter	June 2008	<ul style="list-style-type: none"> • Article in SALC's Parish Pump magazine giving details of postal consultation and online questionnaire • Inform councillors of the consultation at the SALC executive meeting 	Locality officer

DRAFT