

JAR Communications Strategy

Intention

- keep levels of awareness high
- contribute to process management
- get right messages to right people – level of ‘need’

Overall responsibility on TLG: Ingrid Fisher

Gatekeeper: David Hutchings

Five main thrusts

1. CPA context

Level: 1

Purpose:

Main mechanism:

Responsible officer:

‘need coherence’

be clear when messages about JAR are within the larger CPA context; avoid confusion or inconsistency CPA communications
DH to liaise with Peter Doyle over all JAR communications

2. Liaison with partner agencies

Level: 1

Purpose:

Main mechanism:

Responsible officer:

‘need to share’

approach to engender common ownership and joint responses
regular website updates
Children’s Trust Bulletin
Tim Leishman

3. Senior/Service Managers

Level: 2

Purpose:

Main mechanism:

Responsible officer:

‘need to know’, ‘need to do’

data gathering, support for relevant staff, time/ Workload management to ensure responsiveness to requests/ availability for inspection; liaison with any “operational partners” (including young people)
JAR briefing sheets
Julie Mitchell

4. All staff

Level: 3

Purpose:

Main mechanism:

Responsible officer:

‘need to be aware’

high level information to keep everyone in the picture and apprised of progress
JAR newsletter
Julie Mitchell

5. Young People

Level: 3

Purpose:

Main mechanism:

Responsible officer:

'need to be aware'

high level information to keep everyone in the picture and apprised of progress

y/p briefings

Dillon Hughes

6. Schools

Level: 3

Purpose:

Mechanisms awareness:

action

'need to be aware'

ensure awareness of process and the role schools / parents / pupils may play. May be stepped up to **'need to do'** in chosen neighbourhoods

- Headlines [AW] – all heads
- DAPH/DASH/SHAD [AW] – cross-section briefings of heads
- Charlie Werner [JM] – most of DAPH briefings
- Schools Forum [IF] - head/gov reps
- Governors: [DH] - DAG
Ivan Godfrey
- 'neighbourhood' schools [to be agreed]

