

Haringey Children's Trust

Communication Strategy

November 2009

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Introduction

This strategy sets out the rationale and means of effective communication for Haringey Children's Trust and will be reviewed annually and amended and updated as required. This strategy is endorsed by the Children's Trust Board. By agreeing to this strategy each member of the Haringey Children's Trust agrees to actively promote the principles and work of the partnership to benefit and improve outcomes for Haringey's children, young people, parents and carers.

This strategy is underpinned by a Communications Action Plan, setting out the key communications activities to be undertaken by the Trust. These actions are based on activity outlined in the Implementation Plan of the Children and Young People's Plan.

National context

Every Child Matters emphasises the importance of communicating with children, young people, their parents and carers to improve and shape services. Communication is nationally recognised as an essential part of strategic planning and implementation.

The Children Act 2004 requires every local authority to have in place a Children and Young People's plan (CYPP) that sets out how the needs of children and young people will be met. Haringey's plan also sets out our priorities and intentions on how to improve the five outcomes for children.

Haringey Council has a statutory duty to work with statutory partners as set out in the Children Act 2004. Clear and timely communication is a key element of effective partnership working.

The Children Act 2004 also states that in the preparation and implementation of the CYPP, local authorities should communicate and consult with children, young people, parents and carers to ensure that their views are listened to and acted upon. Effective communication is a key factor in taking forward and developing services for children.

Local Context

The Children's Trust Board is one of the Thematic Action Groups (TAGS) which supports the function of the Haringey Strategic Partnership.

The partnership is committed to working together to make Haringey "a place for diverse communities that people are proud to belong to".

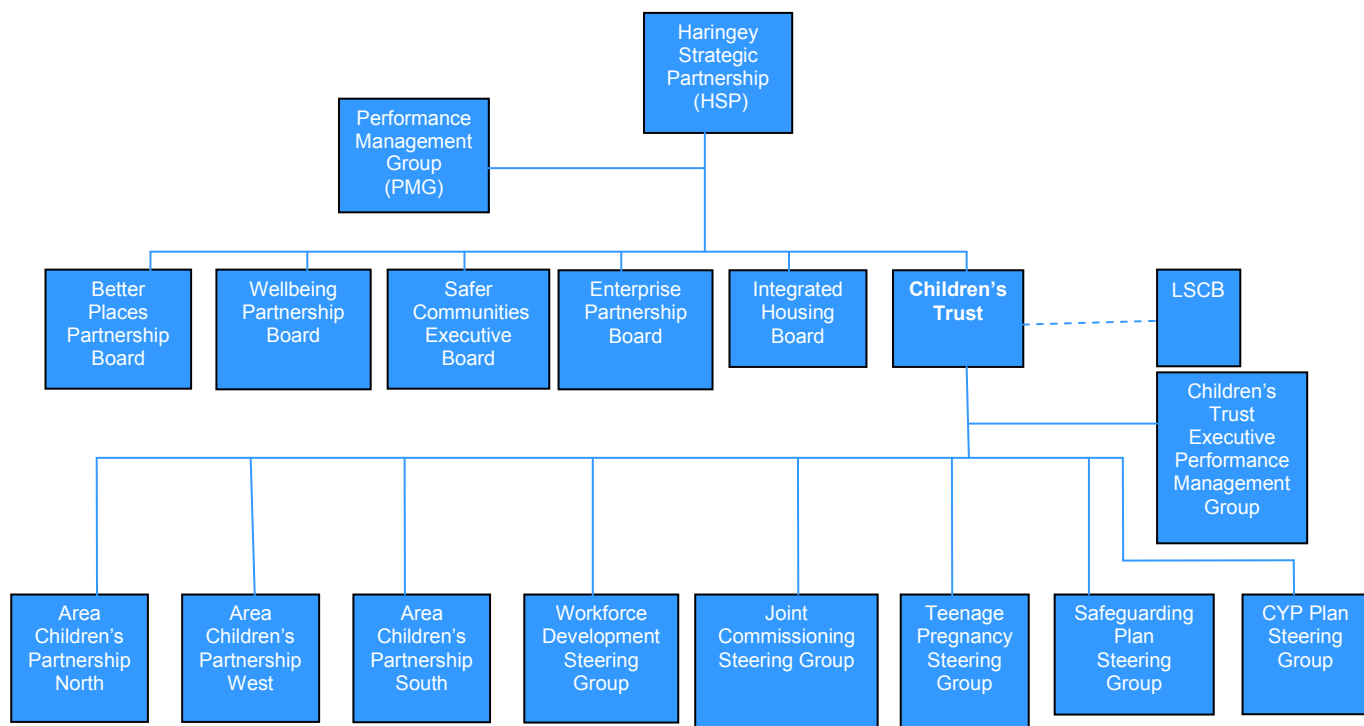
The partnership bring together key public sector organisations, local businesses, community and voluntary groups to work collectively to improve the quality of life for local people

In Haringey the role of the Children’s Trust is to bring together partners to improve outcomes for all Haringey’s children and young people. Stakeholders have the opportunity to feed into the Trust and take part in consultations and reviews of services.

Haringey Children’s Trust is made up of a number of statutory and non-statutory partners, whose purpose and aim is to improve outcomes and life chances for children and young people in Haringey. A structure diagram is provided below.

Haringey Strategic Partnership and Children’s Trust

The diagram below shows the Children’s Trust and its place as part of the strategic partnership.



Implementation

Responsibility for the implementation of this Communications Strategy lies with all members of the partnership. Individuals will be responsible for ensuring that information is kept up-to-date, published in a timely manner and that partner agencies are informed on partnership issues and initiatives. Partners are also responsible for ensuring that the work of the partnership is filtered down and embedded into their respective agencies. Partnership members should also ensure that they communicate effectively with service users, and keep them updated on issues that affect them. It will be the role of the partners to implement these strategies and plans as required.

The Children's Trust has responsibility to consider a wider range of communication methods for children and young people. There needs to be accessible information for all children and young people about the Haringey Children's Trust. The Children's Trust also has responsibility to make children and young people aware of opportunities to get involved and make sure they receive timely feedback. Wherever possible communication activities for young people should be led by children and young people themselves as they are best placed to decide how to communicate with their peers

Participation and Involvement

Children and Young People's Participation Strategy and the Children's Trust.

The Children's Trust board has a Children and Young People's Participation Strategy, to ensure the views of children and young people are at the heart of service planning. The strategy actively promotes children's rights, equality and inclusion as principles for the involvement of all children and young people.

The multi-agency Participation Task Group will oversee the implementation of the Participation Strategy on behalf of the Children's Trust. However the Children's Trust and all partners are responsible for implementing effective mechanisms to actively encourage the involvement of all children and young people, particularly from groups who find it more difficult to access services.

This strategy will be complemented by the Parent Support Strategy and the Community Engagement Strategy, to ensure parents, carers, community and faith-based groups are also fully involved.

Actions to engage children and young people in Haringey include:

- The national pilot project Young Children's Voices Network, involving children aged 0 to 5. By listening to children within early years settings, their views can inform policy and improve early childhood services.

- The views of children aged 5 to 11 are captured through school surveys, school councils and Tell Us Surveys.
- Young people aged 11 to 19 have the opportunity to be part of their school council and youth forums based in the three Children's Networks. These link in to Haringey Youth Council. Young people are also encouraged to get involved in the UK Youth Parliament.
- Haringey Youth Council (HYC) is a successful platform for Haringey children and young people to express their views, represent their interests and raise the profile of children and young people across the borough. As the voice of children and young people, HYC will be represented on the Children's Trust. Children in Care will be consulted through the CiC Forum, which reports to the Corporate Parenting Advisory Committee and the Children's Trust.
- Children and young people across the borough are regularly consulted and engaged through a wide range of creative and inclusive approaches, including online questionnaires, pupil voice events, workshops and peer consultation.
- Parent, community and faith-based forums are well established and enable the views of black and ethnic minorities and faith groups to influence service delivery. These groups can all make formal representations to the Children's Trust.

Key messages

- Organisations in Haringey are working together for children and young people
- A wide range of activity is planned to make sure children and young people are safe, happy and prepared for the future
- Haringey has many fantastic young ambassadors who are making a difference in the community

Monitoring the Strategy

In order to effectively monitor the impact of the Children's Trust Board communications, all communications activity will be reported twice-yearly to the Children's Trust Board together with an impact assessment of the difference made. This report will be from the Director of the Children's & Young People's Service.

Methods of communication

For the purposes of this strategy, the means of communication by the Haringey Children's Trust have been split into two categories: partners, and children, young people, parents and carers.

The available methods of communication are set out below.

Partners

- **Workshops:** A programme of events to aid in the development and implementation of new procedures and ensure shared understanding about issues such as commissioning and procurement.
- **Minutes of meetings:** All Children's Trust decisions and minutes will be published on the Haringey Council website
- **Email communications:** Email will be used to keep partners up-to-date and informed of changes. Email use is a cost effective way to send letters, leaflets and provide "links" to the Children's Trust and partners' websites.
- **Partners' events:** In order to gain a wider audience for the work of the partnership, we will utilise events already taking place within Haringey, publicise the work of the partnership and engage with service users through these events. An example of this would be involvement in, voluntary sector events such as the Haringey Community Links and the Haringey Black and Ethnic Minority (BME) Forum
- **Partners' communications:** To ensure a cohesive and co-ordinated approach, we will make effective use of existing partner communications to promote the work of the Children's Trust, for example in Haringey People (Haringey Council's resident magazine), EduComms (schools newsletter), Smart Talk (Haringey Council's staff newsletter), Update (Haringey Council children and young people's service staff newsletter), the Metropolitan Police monthly newsletter to all officers and staff, HomeZone (Homes for Haringey's magazine to every tenant and leaseholder) and NHS Haringey staff updates.
- **Performance management.** The trust will share reports on performance against key priorities in the CYPP and agreed outcome measures, monitoring and evaluating progress against targets set. Partners will have access to shared performance management systems so that performance data of all partners work is widely available.
- **Information sharing protocols:** Children's Trust partners will be aware of, and adhere to, agreed information sharing protocols set out

to both protect members of public and ensure that relevant and important information is shared between partner organisations.

Children, young people, parents and carers

We will further develop the range of communication platforms for children and young people, parents and carers including:

- **Local Children's Network Maps** which provide summary information on local services within each area.
 - **Community events** that already taking place within Haringey such as community festivals will be used to gain a wider audience for the work of the partnership, publicise the work of the trust and engage with service users. For example, involvement in National Play Day and community safety days.
 - **Launch events:** Key launch events for the work of the partnership will be arranged such as the Children and Young People's Plan.
 - **Shared communications** with other ESP TAGs, particularly with the Health and Well-Being Board.
 - **Social Networking:** Use new technologies appropriate for young people such as social networking sites including Facebook, Twitter, Bebo, and My Space. Use text and mobile phone technology as a means to inform and engage with children and young people. Whilst we want to embrace new technologies we need to be mindful of safeguarding children and young people and will develop an E-Safety Strategy.
 - **Youth Council:** We will communicate regularly with members of the Youth Council, giving them an opportunity to share their views and engage other young people.
 - **School Council:** We will communicate directly with every School Council on a regular basis, giving them the chance to hear from the Children's trust directly, comment on and feedback to the Trust on matters of interest or issues of concern.
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- **Annual Review of the Children and Young People's Plan** will be published and available as a public document to inform the public of progress made.

Equalities

The Haringey Children's Trust has a responsibility to ensure appropriate and effective communications with all communities and groups in Haringey including hard-to-reach groups, vulnerable groups and those with specific communication needs such as looked after children, children with disabilities and special needs, those with language needs and those with accessibility requirements.

The Children's Trust will ensure that all service users will have appropriate access to information about the services available to them.

Whatever the audience the principles of communication remain the same; understand the needs of the audience and devise and deliver the message appropriately through appropriate channels such as:

Print: clear and easy-to-read brochures and summary versions of leaflets, posters with pictures and symbols

Media: Use appropriate media and make use of local and community press and media to target specific BME communities

Outreach: Outreach can be the main successful form of communication for some hard to reach groups and should take place in a venue already familiar to those groups for example, parent and toddler groups, youth centres etc

Specialised services and advocacy: outreach and intermediaries are best placed to reach some groups for example children with disabilities and the trust will ensure effective liaison with specialised services such as special schools, and Haringey's Aiming Higher for Disabled Children.

Communications Plan - The Children's Trust

Objectives

1. Raise awareness of the trust and what it does
2. Raise awareness of the work being done through the Children and Young People's Plan
3. Celebrate successes of children and young people in the borough

Theme	Project	Activity	Lead officer	Timescale
Trust milestones				
Trust key dates	First review of Children and Young People's Plan	Press release	LF	Apr-10
		Update	FB	Apr-10
	One year anniversary of trust's establishment	Press release	LF	Jun-10
		Update	FB	Jun-10
		Smart Talk	LF	Jun-10
		Haringey People	LF	Jun-10
		Together Update	LF	Jun-10
Be healthy				
Walking to school	Walk To School Week	Press release	LF	May-10
Healthy School Status	80 per cent of Haringey schools awarded Healthy School Status	Press release	LF	Jan-10
Child obesity	?	Press release	PCT	TBC
School meals	National School Meals Week	Press release	LF	Nov-09
Children's Centres	Explaining services available	Press release	LF	Feb-10
		Haringey People	LF	Feb-10

Theme	Project	Activity	Lead officer	Timescale
		Leaflets	FB	Ongoing
		Posters	FB	Ongoing
PE and sports	National School Sports Week	Press release	LF	Jun-10
Aiming High For Disabled Children	Wide programme of activities to support disabled children and their families	Press release	LF	Feb-10
Sexual health	Teenage pregnancy	Press release	PCT	TBC
	Speakeasy programme	Press release	PCT	TBC
Stay safe				
Sharing performance information	Highlighting the importance of info sharing	Smart Talk	LF	Ongoing
		Update	FB	Ongoing
		Together Update	LF	Ongoing
Road accidents	Road Safety Week	Press release	MB	Nov-09
Bullying	Anti Bullying Week	Press release	LF	Nov-09
Positive activities	Youth centre promotion	Press release	LF	Mar-10
Violence prevention	Value Life at Gladesmore School	Press release	LF	Jul-10
	Year 10 knife awareness events	Press release	LF /MET	Mar-10
	Let's Squash This	Press release	LF	TBC
Voluntary activities	National Volunteers Week	Press release	LF	Jun-10
Risk awareness	Pupils keeping themselves safe - Miss Dorothy and Watch Over Me	Press release	LF	TBC
Preventing exclusions	Haringey as "best practice" authority	Press release	LF	Apr-10
Enjoy and achieve				
Academic achievements	GCSE results	Press release	LF	Aug-10
		Smart Talk	LF	Sep-10
		Update	FB	Aug-10
		Haringey People	LF	Sep-10

Theme	Project	Activity	Lead officer	Timescale
	A Levels	Press release	LF	Aug-10
		Haringey People	LF	Sep-10
School attendance	Celebrating schools with highest attendance	Press release	LF	Jun-10
School governors	Recruitment appeal	Press release	LF	Jan-10
		Smart Talk	LF	Jan-10
		Haringey People	LF	Jan-10
Children in Care education	Education achievement awards	Press release	LF	Oct-09
		Update	FB	Oct-09
		Haringey People	LF	Dec-09
School clusters	How schools are working together to raise attainment	Press release	LF	May-10
BSF	Northumberland Park Food Technology facility open event	Press release	LF / MB	Nov-09
	Woodside High 'topping out' ceremony - the project reaches its highest point	Press release	LF / MB	Nov-09
	Haringey Youth Survey	Press release	LF / MB	Dec-09
	Launch of Heartlands High filming competition	Press release	LF / MB	Dec-09
	Broadwater Farm planning application announcement	Press release	LF / MB	Dec-09
	Heartlands to be one of London's Greenest schools	Press release	LF / MB	Jan-10
	Highgate Wood BSF completion	Press release	LF / MB	Jan-10
	BSF update - Progress report on the 12 projects	Press release	LF / MB	Feb-10
		Haringey People	LF / MB	Feb-10
		Smart Talk	LF / MB	Feb-10
Play	National Playday	Press release	LF	Aug-10

Theme	Project	Activity	Lead officer	Timescale
Technology	Haringey City Learning Centre at Gladesmore School - training and support	Press release	LF	Jun-10
Parent support	Parenting programmes	Press release	LF	Apr-10
Parent involvement	Establishment of Parent Forum? Parents Week	Press release	LF	Oct-10
		Smart Talk	LF	Oct-10
School holiday activities	Summer Fun and Summer Uni	Press release	LF	Jun-09
		Smart Talk	LF	Jul-09
	Follow up on summer activities	Press release	LF	Aug-09
		Haringey People	LF	Sep-09
Make a positive contribution				
Youth involvement	Young people involved in evaluating local provision	Press release	LF	Mar-10
		Update	FB	Mar-10
	Youth Council - elections	Press release	LF	Jan-10
	School councils	Press release	LF	Apr-10
	Youth forums in each Childrens Network Area	Press release	LF	TBC
		Area assembly	?	TBC
		Smart Talk	LF	TBC
	Five new activities set up after consultation with young people	Press release	LF	TBC
Celebrating achievements	Young Haringey Heroes Awards	Press release	LF	Jul-10
		Haringey People	LF	Aug-10
	Spirit of London Awards	Press release	LF	Nov-09
		Smart Talk	LF	Dec-09

Theme	Project	Activity	Lead officer	Timescale
		Haringey People	LF	Jan-10
	Rapid Response Team - two year anniversary	Press release	LF	May-10
Inclusion	Youth at Risk programme for 30+ young people	Press release	LF	TBC
	Think Family Team - support 20 children and families at risk of not fulfilling potential	Press release	LF	TBC
Rights and responsibilities	Duke of Edinburgh Scheme	Press release	LF	Feb-10
	Local Democracy Week	Press release	SL	Oct-10
		Smart Talk	LF	Oct-10
	Earth Summit on climate change (90 per of schools take part)	Press release	LF / MB	Nov-09
	Annual Green Fair	Press release	MB	Jun-10
		Smart Talk	LF	Jun-10
		Haringey People	MB	May-10
		Leaflets	?	May-10
		Posters	?	May-10
	PSHE - 400 children participate in debating event	Press release	LF	TBC
	Peer mentoring and mediation - to be in 15 schools	Press release	LF	TBC
	Olympic legacy (18 months to go)	Press release	LF	Jan-10
		Haringey People	LF	Jan-10
Community cohesion	Model United Nations (8 secondary schools)	Press release	LF	Mar-10
Achieve economic well-being				
Careers advice	Year 10 event at Alexandra Palace	Press release	LF	Nov-09

Theme	Project	Activity	Lead officer	Timescale
Diploma courses	New vocational college-based courses	Press release	LF / 6th FORM	Jan-10
September Guarantee	Support for 40 most at risk students	Press release	LF	Nov-09
		Update	FB	Nov-09
		Haringey People	LF	Dec-09
Apprenticeships	70 opportunities to be created by 2010	Press release	LF	Jan-10

NOTE -ALL PRESS RELEASES ARE PLACED ON HARINGEY COUNCIL WEBSITE

LF - Lea Fountain
MB - Mark
Burey
FB - Fenella Brown
PCT - Primary Care Trust
MET - Police

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