
DEVELOPMENT PROGRAMME UPDATE – COMMUNICATION AND INVOLVEMENT PLAN

1.0 Matter for consideration

- 1.1 Blackpool Health and Wellbeing Board's (draft) Communication and Involvement Plan

2.0 Recommendation(s)

- 2.1 To note the draft plan, which outlines the key messages and engagement activities to be undertaken by the Board over the coming year.
- 2.2 To consider and comment on the draft plan and to make suggestions for further development and/or improvement to shape a final version, with a view to this being submitted for Board approval in July.
- 2.3 To discuss and agree appropriate governance arrangements to ensure effective monitoring of the plan going forward.

3.0 Information

- 3.1 To hardwire public engagement into all aspects of the Board's work a communication and involvement plan has been produced. The plan set outs the key objectives of the Board in terms of how, when and who it will involve and engage in its work. Within this stakeholder and risk analyses have been undertaken and are appended to the plan. The key officers that will need to work together to ensure its successful implementation have also been identified and included.
- 3.2 It is intended that the plan's objectives will be delivered through an integrated programme of related activities – of which there are eight. The activities will use a common set of core messages with additional detail depending on their particular focus. The Board is being asked at this stage to consider and comment on the high level content of the plan. Detailed action/communications plans for each programme will be developed in due course.
- 3.3 The Board will also need to consider arrangements for the regular monitoring and review of the plan and whether this function can be performed through an existing communication or project group.

4.0 Financial considerations

- 4.1 A budget from the Board's partners including the Council will be required to deliver specific communication and engagement activities, for e.g. Stakeholder events.

5.0 Legal considerations

- 5.1 None
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Relevant officer:

Traci Lloyd-Moore, Health and Wellbeing Development Officer, Blackpool Council

Appendices attached:

Appendix 3a Draft Health and Wellbeing Board Communications and Involvement Plan

Background papers:

None

Websites and e-mail links for further information:

N/A

Glossary:

None