



South West and Mid Wales Consortium Consortium De-orllewin a Chanolbarth Cymru

Communication Strategy

The Consortium recognises the importance of good timely communication. A clear robust communications strategy consistently applied, will support the implementation of the Interim Consortium Working Strategic Plan. It is vital that stakeholders are aware of progress towards actions and outputs and their views are heard and considered. It is envisaged that the Communications Strategy will consist of a number of strands as follows:

Who: All	How: Consortium Bulletin	What: General Information
A consortium bulletin will be produced by the Organisation and Development Team on a regular basis. This will have a wide target audience and will be emailed to all members of the Directors Group, the Strategic Group, the Headteacher Group and schools, Standing and Task and Finish Groups, the Regional Co-ordinator for Making Connections and Social Services and other partners and stakeholders. It will contain general up to date information on progress towards targets, consortium working, useful contacts and news items.		
Who: All	How: Consortium Website	What: General Information
This will contain up to date relevant information on consortium working which is accessible at any time.		
Who: Consortium Group Members	How: Meetings and usual LA communication channels	What: General + Specific Information
All consortium group members will act as a conduit for information flow to and from their respective group and Authority. This is outlined in the terms of reference for each group.		
Who: Organisation and Development Team	How: Reports, meetings and usual communication channels	What: General + Specific Information
This team will facilitate groups, monitor and report monthly on progress to the Consortium Co-ordinator. Facilitators will liaise with their Strategic Group link. The Co-ordinator will report on progress to the Strategic Group and Headteacher Group. The team will act as a conduit for information to and from the consortium groups and the Strategic Group. It will also ensure that general information is made available to the wider audience via the bulletin and website.		
Who: Headteacher Group	How: Meetings and usual communication channels	What: General + Specific Information
This group will receive progress reports from the Consortium Co-ordinator and Strategic Group link officer. It will act as a consultative forum for consortium working from a schools perspective and will provide constructive support and challenge. It will be a conduit for communications between the Consortium and schools.		
Who: Strategic Group	How: Reports, meetings and usual communication channels	What: Specific Information
This group will receive monthly progress reports and information from the Consortium Co-ordinator. The nominated link strategic group member will maintain close links with the facilitator. Group members will act as a conduit for information on consortium working to and from their respective authority. The group will report progress and highlight issues to the Directors Group. It will feedback to their service area, their Departmental Director and Senior Management Teams.		
Who: Directors Group	How: Reports, meetings and usual communication channels	What: Specific
Directors will receive reports from the Strategic Group and Co-ordinator and will report to the Elected Members Group, the Regional Board and their respective Corporate Management Teams.		
Who: Regional Board	How: Reports and meetings	What: Specific
This Board will receive progress reports from the Directors Group, the Strategic Group and the Consortium Co-ordinator as required.		