

# COMMUNICATION PLAN

The Plymouth Alliance for Complex Needs



## 1. Background

The aim of The Plymouth Alliance is to coordinate services for people with complex needs, so that they are supported flexibly, receiving the right support, at the right time, in the right place.

The Alliance was awarded a single contract by PCC for the provision of support for people who have needs in relation to homelessness and may also have support needs around substance misuse, mental health, offending and risk of exploitation.

The Alliance is a partnership of the following organisations in Plymouth, working together in partnership with commissioners as The Plymouth Alliance for Complex Needs (TPA): BCHA, Hamoaze House, Harbour, Livewell South West, PATH, Shekinah and The Zone. Each has its own infrastructure, systems and processes, including for communication. What we focus on together is our joint work and that funded directly as part of this contract.

## 2. Communication Plan

### 2.1 Objectives

- To ensure internal staff have a clear understanding of Alliance services and their role in delivering and developing those services.
- To ensure all relevant professionals working in Plymouth have a clear understanding of The Alliance
- To ensure all people using support services in Plymouth have a clear understanding of the services and support available to them
- To ensure that people seeking support in Plymouth have enough information to make informed choices about their support, and know what to expect when they access it.

### Engagement with stakeholders

- To have methods of co-production of service delivery with staff and people using services; to
  - recognise people's perspectives on their relationships and networks
  - use entry and exit surveys and other means to understand and learn from people's views and experiences
  - therefore, involve people with a lived experience and people delivering the service in the ongoing development of services

### 2.2 Strategy for Communicating Objectives

TPA will utilise a range of communication approaches to share key messages with target audiences.

#### 2.2.1 Target Audiences

There are internal and external audiences with whom TPA will be communicating, as detailed below:

- Internal: PCC, TPA partner organisations, subcontractors, Boards of Directors, management teams and staff.
- External: MPs, Councillors, public, private, voluntary, community and social enterprise sector organisations in Plymouth and the general community.

### **3. Messages**

#### **3.1 Who The Alliance is**

The Plymouth Complex Needs Alliance is a partnership of seven core members, working with the City Council and various sub-contractors. The Alliance funds work by each core member and sub-contractor, which collectively forms its delivery. The work of The Alliance, therefore, is the work carried out by its members, each having specific contributions to make and delivering particular services.

#### **3.2 Vision and Purpose**

The vision of TPA is to improve the lives of people with complex needs, supporting the whole person to meet their aspirations and to participate in and contribute to all aspects of life.

The purpose of TPA is to:

- enable people to fulfil their potential by resolving underlying issues and causes, the consequences of which are homelessness, substance misuse, offending, mental health and risk of exploitation and in the case of parents, often has a negative impact on their capacity to meet their child(ren)'s developmental, wellbeing and health needs;
- provide support to enable people to become independent, by providing the right support at the right time, reducing the pressure on crisis and emergency services and moving towards independence and wellbeing ;
- support people to achieve their goals (the things that matter most to the individuals) through an honest relationship that changes over time as aspirations grow, develop and are achieved;
- to highlight key messages about homelessness, treatment, mental health, offending , parenting, harm minimisation and prevention

### **4. Plan**

Each member of The Plymouth Complex Needs Alliance has its own structure, systems and communications. We therefore plan to use communications in two main ways, but not limited to:

- a. TPA comms

As an Alliance, we use multiple methods of communication to promote key messages (as above), news and developments, ensuring consistency of content and accessibility to all target audiences. This primarily includes:

- Monthly newsletter
- Social media
- General media
- Alliance website

All above being for staff in Alliance and other services, accessible also to any other interested parties.

It also includes:

- Emails
- Open meetings
- Closed meetings

We will continue with these, including our newsletter, and also two other important aspects of communication with staff:

- Big Buzz sessions, where staff members explain and discuss services – at least quarterly
- Introduction To The Alliance sessions – at least bi-monthly

#### b. members' own comms

TPA asks that all members align over shared messages, promote each others' and TPA's messages, where relevant, and work to promote and explain their work as part of The Alliance and Alliance services more generally, both amongst staff members, people using their services and other stakeholders. As part of that communication, this plan will be published on the Alliance website.

### **5. Evaluation**

All activities listed above will be included in the TPA Implementation Plan to track progress. This plan will be reviewed at Alliance Communications Sub-group Meetings and Alliance Leadership Team Meetings. The ownership of the plan sits with the Chair of the Communications Sub-group.

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