OSP Communications and Profiling Partnership Success – Discussion Paper

Background

At the 17th January OSP meeting Jackie Wilderspin agreed to lead a small task-and-finish group to draft a communication plan on behalf of OSP members. This followed a discussion about the OSP Public Event (held on 19th November, 2012) and an open discussion on the public profile of the OSP communication.

While it was recognised that the Public Event was well organised, there were a number of improvement suggestions from the OSP members, which will be detailed later.

In regard to the public profile of the OSP, the consensus was that raising the public profile of partnership working was more important than the names of partnership members.

Introduction

A small task team has met to draft a short communications action plan.

The team has developed some proposed communication objectives, identified what is being done already to support those objectives, and flagged areas for improvement with a comment on resources required to address those gaps.

A key concern is the availability of resources to manage these communication related actions/issues; there is also the recognition that some of these tasks are already carried out.

Proposed objectives of an OSP communication plan, to:

- Promote the OSP's shared vision and the detail of its priorities.
- Raise awareness of partnership outcomes within Oxford.
- Raise the profile of the OSP brand.

Objective 1: Promote the OSP's shared vision and the detail of its priorities.	
What is done already?	**What gaps/ questions?**
- Bimonthly meetings of OSP. - OSP Delivery and Working Group meetings (Safer Communities, Stronger Communities, Economic Growth, Low Carbon Oxford), including highlights reports - OSP website - Partners' communications	OSP website update Progress reports should be more visible.
Resource required to plug gaps: Target resource to refresh and update the OSP website Link to/from partners' websites (suggested links below)	

Identify partners' publications, newsletters etc., where opportunities to promote the OSP's work exist.	
Oxford Strategic Partnership	http://www.oxfordpartnership.org.uk/ http://www.oxford.gov.uk/PageRender/decCD/Oxford_Strategic_Partnership_occw.htm
Oxfordshire County Council	http://www.oxfordshire.gov.uk/cms/content/partnership-working
Low Carbon Oxford	http://www.oxford.gov.uk/lowcarbonoxford
Oxfordshire LEP	http://www.oxfordshirelep.org.uk/cms/
University of Oxford Gazette	http://www.ox.ac.uk/media/global/wwwoxacuk/localsites/gazette/documents/supplements2012-13/University_of_Oxford_Draft_Strategic_Plan_2013-18_(1)_to_No_5007.pdf
Spatial Planning and Infrastructure Partnership	http://www.oxfordshirepartnership.org.uk/wps/wcm/connect/occ/OxfordshirePartnership/Partnerships/Spatial+Planning+and+Infrastructure+Partnership/

Objective 2: Raise awareness of partnership outcomes within Oxford - to the public, to current members, to new members, and to key influencers (locally and nationally).

What is done already?	**What gaps/ questions?**
Joint press releases *Your Oxford* and other publications Websites OSP and other public events Stakeholder involvement groups (Participation and Engagement, Schools, Young People's Groups).	Need to identify partner publications. Can opportunities for joint press releases be more proactively identified, so that press teams can work together more effectively?

Resource required to plug gaps:
Co-ordination through Press Teams – a team to take the lead?
Identify partner publications, newsletters, etc., where opportunities to promote the OSP's work exist

Objective 3: Raise the profile of the OSP brand.

What is done already?	**What gaps?**
Annual OSP Public Event Partnership Management Seminars and focus groups (on specific projects e.g. EGS, Participation and Engagement, LCO)	Need a targeted invitee list Better understanding of OSP objectives Clear sense of what attendees want to get from the event

Resource required to plug gaps: Targeting and focus of resource to deliver more outward looking events and a targeted annual event.