

Communications Strategy

Timeline

03 August 2023	Initial strategy group initiated, plan for development discussed.
03 August – 01 September 2023	Draft Principles for Strategy Draft Timeline for Strategy development Equality Impact Assessment Draft
08 September 2023	Initial update to DMT re direction of travel for strategy
11 September – 23 October 2023	Update based on feedback from DMT Finalise draft principle for strategy
23 October - 20 November 2023	Identify key stakeholders to consult with once initial draft is developed Information gathering Review of supporting evidence / guidance
20 November - 05 December 2023	Preparation of documents including cover report for SPAG
19 December 2023	Initial report to SPAG for consideration, review and discussion.
19 December – 22 January 2024	Action changes from SPAG Writing Group Meeting Consider consultation period – starting Jan Develop consultation plan
22 January – 26 February 2024	Consultation period Consider supporting material required (Easy read / Summary versions) Consider communication plan for strategy
26 February -18 March 2024	Writing Group meeting Review of feedback and consultation report drafted Writing group to agree content and divide up sections for drafting

	Identify versions required (Easy Read, Summary etc.)
19 March 2024	<p>Update to SPAG</p> <p>Draft strategy to be presented for comment and consideration</p> <p>Communications plan and supporting materials including updated EQIA to be provided</p>
19 March – 01 May 2024	<p>Writing Group Meeting</p> <p>Any changes following SPAG and before IJB</p> <p>Final Strategy Drafted</p> <p>Produce supporting material (Easy read / Summary / Communications)</p> <p>Glossy Version of Strategy to be produced</p>
15 May 2024	Final Strategy draft submitted to IJB for approval.