**Communication Strategy**

The 2013 Staff Survey results evidenced the need to improve employee communication & engagement:

* 42% thought the reasons for change were effectively communicated
* 58% said they were well informed with what was going on in their service
* 59% said they were well informed with what was going on in Conwy
* 54% said they were consulted about key issues affecting their work

**WHAT’S CHANGED/WHAT DIFFERENCE HAS IT MADE**

Through our employee Staff Forum, we consulted across the whole of the workforce to develop the plan – this approach encourages employee ownership of the plan.

The plan focuses on three key areas and then sets out activities to deliver against these areas.

1. **Create clear and effective communication & engagement channels.**
2. **Effectively communicate & engage our vision, values and plans.**
3. **Ensure all employees are clear about their communication & engagement responsibilities.**

The Strategic Director, Heads of Service and Service Managers are responsible for driving the Employee Communication & Engagement Plan. Their commitment to the plan demonstrates how they value the voice and contribution of the workforce.

This is evidenced through the Strategic Directors commitment to raising the profile of the employee Staff Forum, ensuring all managers across the department are aware of the plan and their responsibilities for ensuring it fully implemented.

**HOW HAS IT IMPACTED?**

We will know better when we come to evaluate and report on the plan. Employees will assess our performance against the plan and they will report back to the Strategic Director. Within large organisations there can be a perception that Strategic Directors/Senior Managers are too removed from the workforce.

Our approach has supported employees to have their voice and contribution to be valued and acted upon.