

Internal Communications

Draft Action Plan

2021-22

This action plan links communication activity to Assembly Commission-wide activities, initiatives, projects and issues to develop an engaged workforce who will meet the opportunities and challenges of the organisation.



INTERNAL COMMUNICATIONS ACTION PLAN 2021-2022

Theme: Listening to your views

	Actions	Milestones	Target Date	Achieved Yes/No	Project Lead / Project Partner
1	Consult on Draft Internal Communications Strategy	Stage One – Meet with TUS and ICG to discuss draft strategy.	April 21	Yes	Comms
		Stage Two – Meet with HoBs and Staff to gather feedback. Host a series of “Let’s Talk” Internal Communications sessions and an on-line survey for maximum participation.	July 21	Yes	Comms / RaiSe
		Publish summary of findings from “Let’s Talk” Internal Communications sessions in Staff Newsletter.	Oct 21	Yes	Comms
		Present draft Revised Internal Communications Strategy to SMG.	Nov 21	Yes	Comms
		Publish Revised Internal Communications Strategy.	Jan 22	Post-SMG approval	Clerk/CE / Comms
		Publish Post-Consultation “YOU said, WE did”.	Jan 22	Post SMG approval	Clerk/CE / Comms
2	Discuss the importance of the Assembly Values	Values Plan published and actions implemented.	On-going	Post SMG approval	Comms / All Staff
3	Deliver the biennial Staff Survey	Publish the Staff Survey and share findings with staff.	Launch Jan 22	Not yet due	ICG / SMG / Comms
4	Regularly ask staff for feedback to identify ideas and areas for future development/actions	Publish “YOU said, WE did” articles to identify where listening has been actioned.	On-going		Comms / All Secretariat

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Theme: Understanding how we communicate

	Actions	Milestones	Target Date	Achieved Yes/No	Project Lead / Project Partner
5	Recognise and promote the importance and value of different types of meetings (formal/informal, with/without agendas)	Staff participating in the range of corporate meetings offered.	On-going		All Business Areas / Comms
6	Recognise and promote the importance and value of bringing colleagues together to mark and celebrate success	Host bi-annual Corporate Staff Briefings, Quarterly Directorate events, Annual “Let’s Celebrate” event to recognise long service and special “Let’s Celebrate” event to mark the end of the mandate.	On-going		Clerk/CE / Directors/ Comms
7	Recognise and promote the importance and value of staff participating in formal cross-directorate corporate working groups and initiatives to support operational improvement	Staff are encouraged to join corporate groups and participate in a variety of formal engagement sessions, including “Let’s Talk” sessions.	On-going		All Business Areas / Comms
8	Recognise and promote the importance and value of staff participating in informal initiatives to build collegiality.	Staff are invited to participate in a variety of “Let’s Meet” initiatives, Health and Wellbeing sessions and weekly virtual Hobbies Chat.	On-going		All Business Areas / Comms
9	Explore staff appetite for Clubs and Societies	Staff have opportunity to contribute to discussion about Clubs and Societies at “Let’s Talk” Internal Communications.	July 21	Yes	ICG / HR / Comms
10	Recognise the importance and need for regular discussions about internal communications	Use every engagement opportunity to ask questions to generate feedback on internal communications.	On-going		Comms / All Staff
11	Recognise and promote the importance of the Staff Survey	All staff are encouraged to participate in Staff Survey.	March 22		ICG / Comms / All Staff
12	Recognise and promote the importance and value of Staff Consultations	All staff encouraged to participate in relevant consultations eg Draft Working from Home Policy, Trans Policy, Draft Style Guide, Corporate Systems Review.	On-going		All Business Areas / Comms

INTERNAL COMMUNICATIONS ACTION PLAN 2021-2022

Theme: Improving our communications channels and platforms

	Communication channel / platform	Milestones	Target Date	Achieved Yes/No	Project Lead / Project Partner
13	Staff Newsletter	Digital Staff Newsletter with authentic staff-led content published monthly.	Monthly / On-going		Comms / Guest Contributor Team
14	Monthly Note for Staff	Monthly Note for Staff with relevant, meaningful and timely information published.	Monthly / On-going		Clerk/CE / Comms
15	Staff Consultations	Staff Consultation process to be streamlined to ensure consistency and maximise responses.	On-going		Comms / All Business Areas
16	Staff Surveys	Staff Surveys include new questions to address issues identified during informal feedback sessions.	Nov 21	Yes	Comms / ICG
17	AssIst	Continue to take an innovative and pro-active approach to generating staff-led content to increase traffic and levels of interest.	On-going		Comms
18	New 'Go To' Hub for staff	Keep a watching brief on development of Member-only portal and its potential impact on development of staff hub.	On-going		Comms
19	Postmasters	Develop a new approach for delivering and communicating content within Postmasters.	On-going		Comms / All Business Areas
20	Staff Engagement Calendar	New Staff Engagement Calendar developed and published on AssIst.	Sept	Yes	Comms / All Business Areas
21	Events and Briefings	Engagement Calendar ensures events and activities are communicated and co-ordinated across the organisation.	On-going		SMG / Comms
22	Digital platforms	Develop new initiatives for staff to engage using innovative digital platforms (virtual and face to face meetings/events).	On-going	Yes	Comms / Engagement Office
23	New initiatives	Develop suite of engagement initiatives– “Let’s Talk”, “Let’s Meet”, “Let’s Learn” and “Let’s Celebrate.”	May - Oct	Yes	Comms / HR
		Share best practice and exchange knowledge with other legislatures and organisations to improve internal communications.	On-going		Comms / All staff

INTERNAL COMMUNICATIONS ACTION PLAN 2021-2022

Theme: Developing meaningful and authentic content

	Actions	Milestones	Target Date	Achieved Yes/No	Project Lead / Project Partner
24	Appoint monthly Guest Contributor Team to generate content for Staff Newsletter and AsslSt	Guest Contributor Teams produce engaging staff-led content for Newsletter and other staff initiatives.	On-going		SMG / Appointed Business Areas / Teams
25	Source ideas for content and ‘big picture’ stories from corporate group outputs/activities. Groups include; Internal Communications Group Supporting Personal Resilience Working Group A Happy Healthy Workplace Working Group Governance and Compliance Working Group Taking a Cold Hard Look at Returns Working Group Learning and Development Task Force Environmental Champions Hobbies Chat	Publish a variety of articles on AsslSt (with links from the Staff Engagement Calendar and Monthly Note to Staff.)	On-going		Comms / Staff Groups
26	Source ideas for content and ‘big picture’ stories from individual Business Areas	Proactively engage with staff to source and publish variety of articles on AsslSt (with links from the Staff Engagement Calendar and Monthly Note to Staff).	On-going		Comms / All Business Areas
27	Work with Business Areas to apply an internal communication lens to events and activities to achieve “buy in” from staff	Communication and coordination of events ensures staff attendance is maximised and messages are amplified.	On-going		All Business Areas / Comms