

**Communication and Engagement Framework Outline**

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**Introduction**- Aims

- Set out project/piece of work

**Purpose/Background/About the project**

- Setting scene

- Guidance (Planning with People)

**Project Governance / Structure**- Details, if appropriate, of where communication and engagement/project fits within wider structure

- Communication and engagement structure for project e.g. support from Public Involvement Team / Communication and Engagement Group / representative(s) on existing group

**Who Will Be Informed and Involved?**

- Target audience(s)

- Stakeholder analysis

- Ensuring all stakeholders are informed / involved, as appropriate, throughout the project

**How and When Will People Be Informed and Involved?**- Methods to be used to inform and involve
e.g. newsletters, website, direct communication, drop-in sessions, public representatives on groups, surveys, focus groups etc.

- Communication & Engagement Group? Set out objectives, membership etc.

- Consider appropriate methods for different stages of the project

- Communication & Engagement Action Plan

**Risks of Poor Engagement**

- Considering risks before engagement projects begin - identify areas which could jeopardise success through a lack of meaningful engagement with the relevant stakeholders

- Risk assessment?

**Evaluation**

- Evaluation of communication and engagement activities to examine both the process and the impact of engagement. How will engagement activities be evaluated?