



# Comhairle nan Eilean Siar

Education and Children's Services Department

## Communication Strategy

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### Purpose of the Strategy

One of the key aims of the Comhairle's Communication Strategy is to promote better understanding of the Comhairle's role in the community and its contribution to the life of those who live in the Outer Hebrides and other stakeholders. As well as communicating effectively with the community, the Comhairle must also ensure that communication with our workforce is effective and focussed to ensure staff are informed, motivated and understand the vital role of communications at every level.

The Education and Children's Services Department is committed to ensuring that there is effective communication with all its stakeholders. The purpose of this Communication Strategy is to assist the Department in:

- Achieving our aims and objectives
- Demonstrating the success of our work
- Ensuring stakeholders have the information they need

### Vision Statement

**The Education and Children's Services Department's Vision Statement is:**

*A' Coileanadh Sàr-Mhaitheas Còmhla  
Achieving Excellence Together.*

The Department is committed to providing excellent education for all children and young people in the Western Isles through high quality provision and experiences in learning and teaching for all children. We aim to promote the welfare of children and their families and ensure that the Comhairle 'Gets it Right for Every Child'

**We strive to achieve this by:**

- Excellence in Education and Children's Services
- Provision of an inclusive quality culture
- Provision of equal opportunities for all learners
- Commitment to 'Best Value' in all services
- Promotion of the value and uniqueness of the physical and cultural environment of the Western Isles

### Key Priorities

The Department's key priorities are:

- Key Priority 1: Deliver high quality learning and teaching in all educational settings.
- Key Priority 2: Ensure effective, accountable leadership for all.
- Key Priority 3: Improve the use of data to secure excellent outcomes for all learners in the Outer Hebrides.
- Key Priority 4: Improve Curriculum, Learning and Wellbeing Transition Planning at all key stages for Children and Young People



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### Departmental Functions

The functions delivered by the Department include:

- Children and Family Social Work
- Early Years
- Pre School Education
- Primary Education
- Secondary Education
- Learning Support
- Sport and Health
- Psychological Services
- Extended Learning
- Youth and Community Work
- Adult Learning & Employability

### Communication

The concept of communication can be defined as a process enabling the provision and exchange of information and instruction in order to enable the organisation to function effectively.

Best practice suggests that communication:

- is clear and concise
- is a two way process
- is regular and systematic
- is relevant and timely
- chains should be kept as short as possible

The Department communicates with a range of internal and external stakeholders including.

#### Internal

- Staff
- Elected Members
- Other Departments

#### External

- Service Users Parents & Carers
- Community Councils and Other Community Groups
- Members of the public
- Employers
- Partner Agencies

A range of communication Channels are set out in Appendix 1.

### Strategic Outcomes

The outcomes that the Department aims to achieve through the implementation of this strategy are:

- Staff are well informed about departmental business
- Managers communicate well with and listen to staff
- Staff and delivery partners are involved in the decisions that affect them
- Members of the community have the opportunity to engage with the Department and are kept well informed about departmental business

### Strategy Implementation, Monitoring and Review

The Performance Manager has the lead responsibility for developing, implementing and reviewing the Strategy. An Annual Communications Action Plan will be developed to support this Strategy. All Managers will take the lead in supporting the Communication Strategy within their Service Areas. Progress with the Action Plan will be monitored and reported to the Education & Children's Services Department in June of each year.



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### COMMUNICATION CHANNELS

Our communications strategy aims to share relevant Education and Children's Services information with all stakeholders and to provide a forum for discussion and feedback. The following table sets out the range of communication channels available to the Department.

Source	Description	Purpose
Department	Vision Statement/Priorities (Poster)	To provide all stakeholders with the Department's vision statement and key priorities
	Business Plan and Summary	To provide information to all stakeholders on the departments key priorities and timetable for business planning.
	Minutes/Notes of Meetings	To ensure that minutes of meetings are shared with appropriate staff and that all staff have the opportunity to put appropriate issues of concern on the relevant meeting agendas
	Circulars to Headteachers	To provide information and instruction in relation to school based issues
	Staff Note	To provide detailed information to all staff on current issues
	Bulletin (Calendar of events)	To provide information to all staff on forthcoming events in relation to Education and Children's Services
	Groupcall	To provide information to Service Users
	Local Radio & Press	To provide information to members of the community
	Staff Meetings	To provide staff an opportunity for the sharing of information
	GLOW Blog – 'You said – We did'	To provide parents and young people with an on-line communications forum
	GLOW Meet and discussion forums	To provide a secure on-line platform for staff groups to meet, develop work and share issues of relevance.
	Facebook	To provide information to and seek feedback from staff and Service Users
	Community Conversations	To provide a community forum for discussion in relation to education and children's services innovation, service re-design, budget choices etc.
	Community Councils	To provide information and seek the views of the community
	Surveys	To seek views from all stakeholders
Comhairle	CNES Website	To provide the community and employees key information in relation to Authority Services
	CNES Portal	To provide a forum to share information and to seek feedback from all stakeholders.
	CNES Twitter	To provide the community and employees key information in relation to Authority Services
	E-ceaghal Newsletter	To provide all employees of the Comhairle information in relation to staffing, services and new developments.