

**Communications Plan Manufacturing and Productivity Services
Annex H**

Stakeholder Group	INT OR EXT	Key Messages	Communications Channel	When?	Deadline for info to Comms	Communication Date	Owner
NEPA staff	INT	<ul style="list-style-type: none"> ▪ Strategic Context (DTI/BERR want to see this happen) fits in with Business Simplification ▪ Business as Usual ▪ Quality of the service will be maintained and improved. ▪ This is the natural progression for NEPA "Story of evolution." ▪ NEPA is really important to ONE, it is the Agency's "crown jewels". ▪ Safeguarding jobs and employment rights ▪ We will keep you informed about progress. ▪ Clarity about the terminology "what exactly is going out." 	<p>Engineers Meetings and the minutes</p> <p>Key Milestones document</p> <p>A personal e-mail from Ian Williams to NEPA staff.</p> <p>Question and Answer document</p> <p>Interactive area on ONE ZONE?</p>	<p>Monthly</p> <p>August</p> <p>August</p> <p>August</p> <p>August</p>			Colin/DorothyGemma
RTC as existing	EXT	<ul style="list-style-type: none"> ▪ 3 month extension of 	Colin Herron	August	N/A	N/A	Colin/Brynn

provider		<ul style="list-style-type: none"> contract delivering the MAS enhanced service Ensure awareness of HR procedures in relation to TUPE, pension rights etc. 	HR	August			Gemma
ONE staff	INT	<ul style="list-style-type: none"> Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification Business as Usual Quality of the service will be maintained and improved. This is the natural progression for NEPA "Story of evolution." NEPA is really important to ONE, it is the Agency's "crown jewels". Safeguarding jobs and employment rights A more generic time line to be provided 	<p>TGI Friday Staff Bulletin Question and Answer document</p> <p>Interactive area on ONE ZONE</p> <p>Upbeat press release after contract notice.</p>	<p>August 10th</p> <p>Linked to Procurement milestones</p>			Dorothy, Colin and Brynn
ONE Board	INT	<ul style="list-style-type: none"> Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification Key decisions why we have done this This is the natural 	<p>Board Meetings Question and Answer Document</p> <p>Board sign off before</p>	<p>12th September briefing</p> <p>Bi Monthly</p> <p>17th</p>			Dorothy

		<p>progression for NEPA "Story of evolution."</p> <ul style="list-style-type: none"> NEPA is really important to ONE, it is the Agency's "crown jewels" 	press release	september			
Organisations with related products/services	EXT	<ul style="list-style-type: none"> Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification Business as Usual Quality of the service will be maintained and improved. This is the natural progression for NEPA "Story of evolution." Your services are complementary and fit in like this – this is what the customer journey looks like. 	NEPA managers meeting	17 th August and then monthly			Colin
Clients of the service (external)/Regional SMES and companies	INT	<ul style="list-style-type: none"> Do we need to inform clients of the current service specifically? General messages will filter through Business as Usual Inform about new service at right time 	<p>NEPA staff Question and Answer Document</p> <p>Press Release</p>	<p>On-going</p> <p>Mid April</p>			Colin

Funders	EXT	<ul style="list-style-type: none"> ▪ Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification ▪ Integrated Manufacturing and Productivity service means more effective and greater efficiencies. ▪ Better for Customer ▪ Good value for money ▪ Helps improve the region ▪ Contributes significantly to GVA ▪ Good leverage 	Through the business process PIP and Business Case, ERDF and ESF applications Copies of Press Releases and messages to General Public	As per project timeline for Funding			Maeve and Dorothy
Government Departments for approval process	EXT	<ul style="list-style-type: none"> ▪ Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification ▪ Integrated Manufacturing and Productivity service means more effective and greater efficiencies. ▪ This is the natural progression for NEPA "Story of evolution." 	Informal discussions with appropriate contacts in DBERR and other government departments	Monthly from August throughout the life of the project			Dorothy and Sanjee

		<ul style="list-style-type: none"> ▪ Better for Customer ▪ Good value for money ▪ Helps improve the region ▪ Contributes significantly to GVA ▪ Good leverage 					
Government Departments for Activity	EXT	<ul style="list-style-type: none"> ▪ Strategic Context (DTI/BERR want to see this happen.) fits in with Business Simplification ▪ Integrated Manufacturing and Productivity service means more effective and greater efficiencies. ▪ This is the natural progression for NEPA "Story of evolution." ▪ Better for Customer ▪ Good value for money ▪ Helps improve the region ▪ Contributes significantly to GVA ▪ Good leverage ▪ We will ensure enhanced MAS gets delivered and more. 	Manufacturing leads meeting Informal discussions	Monthly			Colin and Fiona
General Public		Key Messages					

		<ul style="list-style-type: none"> ▪ Strategic Context (DTI/BERR want to see this happen) fits in with Business Simplification ▪ Business as Usual ▪ Quality of the service will be maintained and improved. ▪ This is the natural progression for NEPA "Story of evolution." ▪ Better for Customer ▪ Good value for money ▪ Helps improve the region ▪ Contributes significantly to GVA 	<p>Touchstone North East Vision Press Releases Interviews with Newspapers</p>	<p>September Quarterly ?</p>				Bryn
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NEXT STEPS

Share with Project team members who developed the plan – 27/07/2007
 Present plan to the Project Team 2/8/2007 for approval and assistance with gaps
 Insert plan time lines into overall Project plan.
 Implement