

# WPEP national office internal communications plan

The national office communications plan needs to tie into the WPEP communications programme as a whole, and adhere to the same principles and tactics. In particular, we:

1. Need a positive narrative with a compelling case for change.
2. Will use a wide range of tools and channels to make sure we reach all staff with a range of different needs and outlooks, opening up dialogue when possible. We will also demonstrate how we have listened to people's views.
3. Will formally consult on any proposed changes that would change the organisation or affect people's jobs, starting with Unions, staff and then stakeholders
4. Will regularly take stock and assess if communications are effective and change plans if necessary

## Overarching objectives

Our communications will support the development of new target operating models for national office teams by providing clear and timely information and opportunities to engage whenever possible.

Staff and trade unions will be:

- **consulted** over the proposed target operating models and impact of change understood
- **confident** their views are taken into account whenever possible when proposals are developed on the function and form of FEE+ and national office teams
- **clear on** the road map for any possible changes to the organisation, including key decision making and consultation milestones

We can measure our effectiveness by sampling views from NO members of the internal comms focus group and feedback from FCTU.

## Key messages / narrative

The Government is committed to England's Public Forest Estate remaining secured in public ownership.

Working with Defra, we are developing plans for a new body that will hold the Estate in trust for the nation. The new body will have greater independence from Government and greater freedom to manage its resources and maximise its income.

We will create an organisation that will protect and improve the nation's forests, maximising the benefit to people, nature and the economy.

The new body will need legislation and further consultation with stakeholders. In the meantime FEE is preparing for the change and becoming more like the new organisation it needs to be – FEE+.

Over the next couple of years FEE+ is taking steps to become more operationally independent by refocusing the way it is governed and making sure it has the necessary corporate services in place to function independently from the Forestry Commission – finance, HR, executive office and communications.

At the same time, Forest Services will need continuing support from FC England national office until other service providers (for example Network Corporate Services) are ready to provide an equivalent set of services.

During this period of change, communications will still need to be managed in a joined up way – internally to ensure we have a coherent message to staff, and externally to ensure we manage issues and risks that remain of interest to Defra.

## Tactics and activities plan

We will combine face to face communications – at team and national office level – with regular updates, through the quarterly WPEP Update, Bark!, Bristol Office weekly email, Ian Gambles’ blog and Simon Hodgson’s staff e-newsletter.

We will formally communicate with FCTU via our Staff Council arrangements for both England and Central Services.

Jan 15- Mar 15	Apr 15- Jun 15	Jul 15- Sep 15	Oct 15- Dec 15	Jan 16- Mar 16	Apr 16- Jun 16	Jul 16- Sep 16	Oct 16- Dec 16	Jan 17- Mar 17
Team sessions led by Ian Gambles				Team sessions led by Ian Gambles				Team sessions led by Ian Gambles
			End of year briefing	Corporate services staff briefing			End of year briefing	Corporate services staff briefing
	Update FCTU through staff council		Consult FCTU and staff re April 2016 changes		Update FCTU through staff council		Consult FCTU and staff re April 2017 changes	
			HR building personal resilience workshops				HR building personal resilience workshops	
		Q&A updated on intranet			Q&A updated on intranet			Q&A updated on intranet

Bark updates

Ian Gambles monthly blog

Simon Hodgson's monthly emails

Quarterly WPEP updates on the intranet – highlighted in Connect Bulletin

Bristol Office weekly updates