



Children, Families and Education

Jill and Sophie from the CFE
Directorate Communications Team





The current situation

Rosalind Turner arrived as Managing Director in May 2009. Her first concern was that there was no “directorates presence” as a whole. Suffolk has the CYP newsletter “CYPpress” .

CFE have the Children and Young People’s Plan as a main policy document, but very little else.



Rosalind Turner thinks we should have one good CFE publication not lots of separate ones.

We have begun to get a CFE newsletter going but folks seem keener to get their articles in their own newsletters

eg. Extended Services, KCT, SEN, etc.

We like our own silos? Our new MD doesn't !

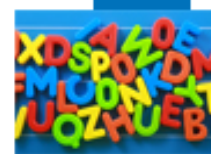




Publicity material -CFE

For the recent new KCC Members' induction, we have new CFE leaflets and two roller banners promoting CFE as an integrated whole.

We are also leading on the CFE presence at the Kent County Show this year and trying to get an overall CFE look and feel to the marquee instead of a lot of separate team and units with their own distinct IDs.



The CFE integrated remit

Children's Services



Children, Families and Education provide children's services that support children and young people of all ages, and their parents and carers.

Positive about our future for Children's Services for Kent

- Nurtured and encouraged at home
- Inspired and motivated by school
- Safe and secure in the community
- Living healthy and fulfilled lives





Communication audits

There have been two recent audits of communication in CFE teams and units. One was to monitor publicity and publications, the other logo use.

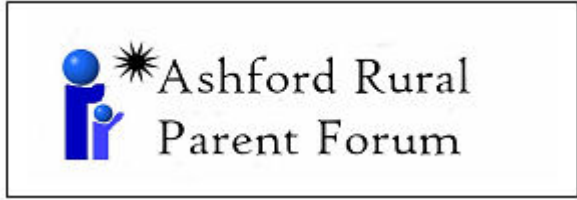
The Publicity Review across KCC has identified savings that all directorates need to make in the area of print, publications and publicity.

All publications produced across KCC are subject to approval by the relevant Director & Keith Abbott.

Just a few of the 60 or so logos CFE use to confuse our customers



Schools at the Heart of the Community



Kent Extended Ser



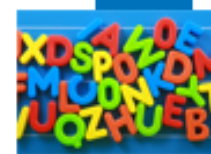


What we can do for you

The CFE Communication and Information Governance Team should be your first point of contact whenever you want to produce a publication - whether it's a leaflet, a poster or a website, you need to come to us first.

We can provide Plain English editing, proofreading, graphic design, image advice (including copyright, permissioning and e-safety). We also have a bank of rights free images and will build up a CFE collection if you share yours with us

We work closely with the Corporate Communications Team and other Directorate teams in CMY, KASS and EHW.



Communication Strategy

"Good two-way communications are crucial in any sphere of work. During the lifespan of a research project you are likely to use a number of different communications tools to help engage with your audiences including events, publicity material, media relations, public affairs, newsletters, websites and emails." - ESRC Society Today

- [A Communications Strategy for CFHE](#)
- [Communications Strategy: summary](#)
- [CFHE Communications Strategy: Best practice guidelines for staff](#)



Clarify your thinking.
Try the Communication
Strategy Toolkit

Toolkit



If you need advice on specific
topics, search our A-Z
Factsheet Guide

A-Z Guide



Still stuck? Contact the
Communication & Information
Governance Team on

01622 221201
or

communicationcfe@kent.gov.uk

What channel is best? Find out about

Channels

Do you know your

Audience

**Our communications
strategy pages on
Kenttrustweb have
lots of useful links
about images, print,
copyright etc.**

<http://www.kenttrustweb.org.uk/Communication/commstrat2.cfm>

Take a look !



CIG Team - Our skills

Our team members have been trained in many skills - we are your local experts!

- 3 of the team are English graduates
- Dreamweaver
- Multiple web-based Content Management Systems (CMS)
- Plain English editing, writing and training
- Nielsen Norman Web Usability
- Sharepoint
- Data Protection & Freedom of Information
- Customer Care
- E-government applications and IPSV categorisation
- EDRMS (Electronic Documents & Records Management Systems)
- Art and graphic design
- Multi-agency and inter-directorate working/collaboration



Websites and web publishing

In CFE there are three official websites to use when publishing online: KNet, Kent Trust Web and www.kent.gov.uk

We have been publishing to these sites since 2004 and we offer you our expertise, experience and training materials to help you make the most of your web presence.

Recent investment (£1.1million) in kent.gov.uk which will follow on to refresh KNet means we have a modern way forward with KCC's web sites using a new CMS.



CFE policy on publishing

- No new print publishing without approval from CFE responsible director
- No new web publishing or web development external to the three official CFE websites
- No new logos additional to the official KCC logo (the "horse") and the CFE logo (or the KCT one when appropriate)
- Any proposed print, web, publicity, branding or other publication projects should be brought to the CFE CIG Team in the first instance

All this is posted on our web pages

<http://www.kenttrustweb.org.uk/Communication/commstrat2.cfm>



The parenting agenda

This is an area where there are lots of CFE units involved at the same time.

- Children's Centres
- Extended Services
- LCSPs
- Schools
- Partnership with parents
- Local Parent Forums
- KSCB
- Disabled Children

We need a co-ordinated approach to communication across this Area and have begun working towards this with Jo Hook and other reps involved in the agenda (EY and PWP etc.).



Get in touch

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