

THE KENSINGTON AND CHELSEA PARTNERSHIP STEERING GROUP MEETING – 20TH MARCH 2002

LAUNCHING THE WIDER PARTNERSHIP

1. INTRODUCTION

- 1.1 Launching the wider Kensington and Chelsea Partnership is the next stage in developing the Partnership Website. It will enable all those who have an interest in the future of the Royal Borough to be kept informed of the work of the partnership, the development of the strategies and of ways to get involved. All those with an interest will be invited to 'sign up' to the partnership.

2. HOW IT WILL WORK

- 2.2 Membership will be wide and will include individual residents and people who work in the Borough, as well as local groups and organisations, and regional agencies and bodies.
- 2.3 The key tool for developing the wider partnership will be the website and e-mail communication. Recognising that a significant number of people will not currently use IT the partnership will also maintain details of those who will be contacted by post. The non IT or 'pre-e-mail' group will receive the same level of service as those joining the partnership through the website.
- 2.4 The use of e-mail communication will enable us to alert partnership members to new postings to the website, for example revised strategies, proposals etc, and to enable members to e-mail back comments. Promoting opportunities for getting involved in activities such as the Borough Conference and other events will also be important.
- 2.5 In signing up to the partnership members will be able to indicate if they have a particular interest or interests about which they would specifically wish to be kept informed.
- 2.6 It is expected, over time, that membership of the wider partnership will include many hundreds of people and will increasingly become a vital communication tool for all organisations working in the Borough.
- 2.7 The wider partnership will be maintained in line with the requirements of the Data Protection Act.

3. PUBLICITY

- 3.1 Good publicity will be a key factor in making this successful. Regular publicity will be needed on an on-going basis and, to facilitate the launch, a month of extensive promotion is planned for April. This promotion period will include:
- Articles in the local press and Borough Newsletter

- Posters and flyers at libraries, reception areas etc.
- Letters to all voluntary and community groups
- Articles in voluntary and community group newsletters
- Letters to businesses
- Letters to residents and Tenants groups
- Letters to all those who have been involved in previous consultations

4. NEXT STEPS

4.1 The systems to enable people to sign-up via the website are currently being put in place and this is expected to be completed by the end of March. Publicity to launch the partnership will take place during April.

RECOMMENDATIONS

The steering group is asked to approve the development and launch of the wider partnership.

For approval

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