



## TEACHING PARTNERSHIP COMMUNICATION & ENGAGEMENT STRATEGY

### BACKGROUND

The Department for Education (DfE) introduced social work teaching partnerships to help improve the overall quality of practice, learning and continuing professional development amongst trainee and practicing social workers.

Led by social work employers and funded by the government, teaching partnerships support regional groups to work together to strengthen social work education and development.

Social Work Teaching Partnerships are defined as: an accredited collaboration between Higher Education Institutions (HEIs) and employers which delivers high quality training for social work students and qualified practitioners and equips them to practice to specified standards in statutory settings

The partnership covers South West London and Surrey and includes, Achieving for Children, Croydon Adult's and Children's services, Kingston Adult's services, Merton Adult's and Children's services, Surrey Children's services, Sutton Adult's and Children's services, Richmond & Wandsworth Adult's services, Wandsworth Children's services, Kingston University, The National Society for the Prevention of Cruelty to Children (NSPCC) and Welcare.

The Partnership is currently grant funded until March 2020. This strategy has been refreshed to reflect the partnership's priorities in phase two and the need to work towards a sustainable delivery model to ensure the continuation of the Partnership in the future. It will be updated and refreshed as required.

### OUR VISION

- To leverage the strengths of our partners to create the UK's leading pre and post-qualifying social work education community capable of attracting, developing and retaining the best and brightest social workers in the region.
- By promoting and developing excellence in social work practice and education, working collaboratively across our partnership and with wider stakeholders to develop and sustain a highly skilled and confident social work workforce.
- By developing social workers able to meet the complex challenges of frontline practice, we will achieve our overall aim of supporting children, adults, their families and communities to achieve positive outcomes.

## PURPOSE

The National Evaluation of Teaching Partnership pilots, and subsequent independent evaluations by other Teaching Partnerships, highlighted the challenges partnerships faced in realising their communication aims. It was identified that there was limited awareness and buy-in both at an Operational and Senior level. Getting the right internal communications infrastructure in place helps to facilitate a culture of common understanding, commitment and knowledge. External communications infrastructure helps to facilitate a sense of belonging amongst our social work students and practitioners, and raises the profile of the Teaching Partnership and related activities. It also demonstrates the transparency of the Partnership.

The purpose of this strategy is to ensure that all partners communicate and promote the Developing Together Social Work Teaching Partnership and the delivery of the Partnership's vision in the same way, with the aim of raising the profile of the Partnership with social work students, educators within the HEI partner, practice educators, practising social workers and those with lived experience of social care.

## OBJECTIVES

- Communicate information about the Developing Together Social Work Teaching Partnership and national and local changes in Social Work teaching and practice in order to:
  - a. Embed awareness and understanding of the Partnership's work amongst all interested parties, including those with lived experience of social care
  - b. Raise awareness of learning and development opportunities available through the Partnership as well as opportunities to get involved in the Partnership's work
  - c. Inform those interested in a social work career about ways to become a social worker and continuing professional development throughout a social work career
  - d. Provide an easily accessible centralised repository of information, resources, research and best practice
  - e. Promote studying and working within the Partnership to prospective and existing social workers
  - f. Secure commitment and common understanding of Developing Together's aims and objectives with both the Operational and Senior representatives
  - g. Ensure that those involved in the strategy and delivery of the Teaching Partnership's work are clear about their roles and responsibilities

## COMMUNICATION PLAN

In March's Operational Board, representatives from across the Partnership took part in an exercise to review the current methods of communication and make suggestions about how communication could be improved during the second year. Below are the suggestions put forward which will support our communication activity. Progress against these suggestions will be reviewed at the Operational Board.

### Newsletter:

- Newsletter to have more info about Teaching Partnership - who does what
- Newsletter to be easier to access sign up to - takes a number of clicks to be able to access
- Newsletter to be printed off by organisations so that staff can access paper copy in breakout areas
- Teaching Partnership to have a section in each partner organisation comms/newsletter/website
- Email new blogs/videos/podcasts and link them to newsletter so these can be cascaded through to frontline teams

### Website:

- Update website so workforce can access information
- Link Teaching Partnership website to partners' websites or intranets
- Videos and blogs on website

### TP Comms available in each organisation:

- Posters to be created with Teaching Partnership details / events to be displayed in organisations
- Flyer template to be shared with all organisations so events can be branded with Developing Together

### Teaching Consultants/Practice Educators:

- Teaching Consultant to deliver training and share info about TP within own organisation
- Students on placement to share info about TP as part of Team meetings (as part of their portfolio presentation requirement?)
- TP Practice Educator Team (PET) to share info on TP at Practice Educator workshops/networking events
- Each organisation to have poster of PET in partnership
- Raise the profile of TC in each organisation - Each organisation to have a poster template to add photos and text of their Teaching Consultant/s

### **Events/ Lunch and Learn sessions/Management networks:**

- Raise profile of TP through networks:
  - Practice Educator events, workshops and support groups
  - Managers' forums
  - Academic Lunch and Learn sessions
  - Cross partnership training events run by Teaching Partnership

### **Information sharing meetings/events:**

- Partnership Social Work Lead (PSWL) and Partnership Project Lead (PPL) to attend events at university to share TP information
- PSWL and PPL and workstream leads to attend University induction events to share TP info
- Operational Board facilitating their organisation's workstream representatives and Teaching Consultants attendance at team meetings within their organisations to share info about the TP, TP events and how to get involved. Also acts as a forum to hand out promotional material/flyers/merchandise
- PSWL and PPL to run road shows in partner organisations with branded promotional merchandise and be present at events in partner organisations to promote the work of the TP
- PSWL and PPL to attend senior managers' meetings to share information and update about TP
- TP PSW group to share information on key projects developed through their network e.g. emotional resilience and wellbeing blog post which can then be added to website

### **Use of Technology :**

- Use webinars, live streaming, engage people in online forums

## PARTNERSHIP COMMUNICATION STRUCTURE

