

Raising the profile of your Local Compact

Compact Voice Briefing: For Voluntary Groups and Public Bodies
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Why bother raising the profile?

Building your Compact's profile won't guarantee its success, but it is important. However your Local Compact is performing, there is always more to do in raising awareness – which is about getting your Compact known. If your Compact is struggling then low awareness is likely to be one of the reasons.

Raising the profile is about communicating to your key audiences: middle managers and operational staff in public bodies; small groups, sector staff, trustees and volunteers. It's about people realising what your Compact has done and what it can do for them, so that they own it and use it.

How to raise the profile

Your Compact will have a high profile if you share good news stories which demonstrate how it can be used in a practical way, giving convincing evidence of it making a difference. It's crucial to remember that good working together is Compact – and to get this message across.

Examples of joint project work between local groups and public bodies which improve lives and strengthen communities are especially effective. These are often missed as Compact communications opportunities, instead of being collected, logged, publicised and Compact-branded, celebrated, and built on to achieve even greater successes.

- > Make your Compact self-promoting by linking it with policy processes
- > Get it on agendas – especially partnership and trustee boards, networks and forums
- > Include a short briefing in recruitment packs
- > Cover your Compact in training programmes for both public bodies and the sector
- > Go for Compact wins – promote them – get more
- > Showcase the best examples of the difference your Compact has made
- > Recruit more Champions who can tell their own Compact story
- > Develop websites and bulletins to broadcast your Compact achievements
- > Produce promotional materials and miniguides and use newsletters for updates
- > Make good use of Compact Week and Compact Awards (first week in November)

Websites

Local public bodies and sector infrastructure organisations should include Compact information on their website, beyond just the documentation. People will want to know who is on their Compact implementation group and how to contact them, who the Compact champions are, and will have access to everything they want to know.

The best sites are easy and attractive to navigate, communicate clearly and simply what their Compact is, put the current key issues front and centre, are interactive to encourage people to discuss issues, and highlight what their Compact has achieved.

Have a look at a list of [Local Compact websites](#) on the Compact Voice website.