**Communication Strategy 2012-2015**

**Introduction:**

This is the Triax Neighbourhood Partnership Boards Communication Strategy. It sets out where we as a Partnership want to be in three years time in terms of communicating with the residents of the Triax area, our wider partners and others. We not only want to share our work and achievements but also promote the role that residents have to play in the delivery of the Triax Neighbourhood Action Plan. This Strategy will not work on its own. In order to achieve our communication aims the Strategy will be backed up with a yearly Communication Strategy Action Plan that will be regularly monitored and evaluated by our Strategy Manager and reported to the Triax Neighbourhood Partnership Board.

Progress will be reported to the Triax Neighbourhood Partnership Board eight times a year and fed back to each community, statutory and business representative on the Neighbourhood Partnership Board. Following these meeting this will be sent to all groups and organisation in the Triax area.

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**Triax Neighbourhood Partnership Board**

TRIAX is a Neighbourhood Partnership Board comprising public and c/v sector interests, we work with DSD North West Development Office on the delivery of the Department’s strategy for Neighbourhood Renewal over a 7-10 year planning and implementation timeframe. The Partnership is located in the southside of the city, which includes within its area of benefit Bogside/Brandywell/Gt. Bishop Street, Creggan and The Fountain comprising a total population of approx. 17,300 residents. This ‘Cityside’ Neighbourhood Renewal Area comprises some of the most deprived wards and enumeration districts in North of Ireland as defined in the Multi Deprivation Measures, set out in the tables below. Table 1 illustrates the deprivation by ward across Derry City Council Area. Table 2 takes the electoral wards from the Triax area and illustrates the depth of deprivation across this area.

TRIAX’s vision is that “*within 10 to 20 years, we will transform our area into a safe place which people will choose to live in, invest in and visit; where all will feel welcome in an inclusive community at peace with itself and others. We want to create an unparalleled living environment that will afford opportunity for all residents to achieve their full potential throughout life. We will nurture healthy active individuals, confident in themselves and their community, who will act together to enrich both their own neighbourhoods and life in the city as a whole*”. Our Mission is "*to put an end to inequalities in our most deprived neighbourhoods*".

Promoting resident participation in renewal; engaging with providers, most especially the public sector, to improve service delivery; and fostering good relations to help end interface tensions are central tenets of our draft strategy which integrates actions across five main ‘outcome areas’:

Table 1 – Deprivation by ward across Derry City Council Area



Table 2 – Deprivation by electoral wards from the Triax Area



**Why we need a Communication Strategy**

In order to achieve the vision of Triax Neighbourhood Partnership Board we must use good communication to:

• increase public awareness of Triax Neighbourhood Partnership Board

• promote the vision and values of the Partnership and highlight its priorities and

activities

• inform people about how to get involved and how to feed their views into the partnership

• facilitate greater involvement of those hardest to reach in our communities in the work of the Partnership

• provide feedback on how their views are taken into account and to show accountability for the Partnership’s decisions

• highlight the importance of inclusion and outline the work of the Partnership in tackling disadvantage

• engage our communities into the delivery of the Partnership and theme partnership’s objectives

• establish links with other organisations locally, regionally, nationally and internationally

• better promote our activities and successes

• bring the need for communicating our activities higher up the agenda of the Partnership and its partners

• co-ordinate and join up the messages of our partners

This Communication Strategy will establish actions for improving the way in which we communicate with the people of the Triax area, our partners and others and will outline how we aim to measure and evaluate our progress.

**Who are we communicating with?**

Defining target audiences is fundamental to the Triax Communications Strategy. We need to be aware of who we are trying to communicate with in order to tailor our communications so that they reach our audience in the best format for them to receive and understand the information being shared. Our target audiences must include all of the borough’s residents, partners and partnerships.

**Target Audiences (Internal):**

•Triax Neighbourhood Partnership Board members and sub-group member

**Target Audiences (External):**

• People who live and work in the Triax area

• Organisations working in and for the benefit of the Triax area

• Visitors

• Employers and potential investors

• The media

• Regional and national organisations

• Other Local Strategic Partnerships

• Regional and Local Government

• Anyone who wants to know about the work and best practice of the Triax Neighbourhood Partnership Board

**Our guiding principles for communication**

|  |  |
| --- | --- |
| Triax Neighbourhood Partnership Board believes that a strategic approach to communication is important in order to present a strong and consistent message. With specific reference to communications the following guiding principles have been developed and adopted by the Triax Neighbourhood Partnership Board: |  |
| **Accessible** | Making information available in all formats where practical and reasonable |
| **Appropriate/relevant** | Giving the right information, to the right place, in the right way, at the right time |
| **Clear** | Using plain language that is jargon-free and expressed simply |
| **Consistent** | Convey trust by delivering a strong and agreed message |
| **Effective** | Making use of easy and reliable systems e.g. Website. Avoiding duplication and adding value through working in partnership. All materials used for communication internally and externally must reflect the Partnership’s style and brand identity and be instantly recognisable as being from Triax Neighbourhood Partnership Board |
| **High quality** | Ensuring all communications are of the best quality |
| **Honest** | Building and maintaining trust through honesty, consistency and integrity. |
| **Informative** | Facilitating a strong two-way flow of information |
| **Open** | Encouraging openness, transparency and participation |
| **Receptive** | Listening to all partners and communities |

**Our current position**

In the preparation of this strategy a Communications Audit was undertaken with the Triax Neighbourhood Partnership Board and its partnership groups in order to identify what forms of communication are currently used to share the work of the Partnership.

**Triax Neighbourhood Partnership Board currently communicates in the following ways:**

• Statutory Plans i.e. Neighbourhood Renewal Strategy.

• Non-Statutory Plans including Neighbourhood Action Plans.

• Others including meetings, agendas, reports, minutes, presentations, letters, emails, fliers, brochures, press releases and information packs.

**All other Triax Neighbourhood Partner Groups (including Theme Partnerships) currently communicate in the following ways:**

• Statutory Plans

• Non-Statutory Plans • Websites including the Community Network and SaferTriax Neighbourhood Partnership.

• Newsletters and supplements including

• Others including meetings, agendas, reports, minutes, presentations, letters, emails, fliers, press releases and information packs

We looked at the current ways we communicate and the following strengths, weaknesses, opportunities and threats were identified:

**Strengths:**

* Good networks & linkages
* Clear paperwork e.g. reports, strategies.
* Strategy Manager to lead communication
* Broad representation on Partnership Board
* Partnership meetings
* Wide support for Triax Neighbourhood Partnership Board
* Media Profile
* Partnership/Brand Recognition

**Opportunities:**

* Partners’ publications and communications teams
* Interactive media
* Website potential
* Large partnership / many partners
* Key teams delivering partnership work
* Presentations to partner and other organisations

**Weaknesses:**

* Lack of consistent message
* Limited media contact
* Limited links with partners publicity / newsletters
* Limited use of ‘brand’
* Poor awareness of how to contact and get involved
* Limited use of website
* No use of social media

**Threats:**

• Size and complexity of partnership

• Raised expectations about the communications we can deliver

• Ability to meet new demand for information

• Inconsistent messages

**Our three-year commitment to communication**

Over the next three years the Triax Neighbourhood Partnership Board will:

* + Promote the vision and values of the Partnership including tackling disadvantage in the Triax Area
  + Increase public awareness and understanding of the Triax Neighbourhood Partnership Board and how to become involved in he regeneration process
  + Communicate openly and honestly with local people and stakeholders taking into account the diverse needs of the population
  + Promote the work of Triax and highlight our successes

* + Promote the work of partners and local groups to highlight our collective successes
  + Strengthen the brand identity for the Triax Neighbourhood Partnership Board to both internal and external audiences
  + Provide a current and informative website www.triaxtaskforce.org

**Responsibility for communication**

Everyone member of Triax Neighbourhood Partnership Board have a responsibility for implementing the 3-year commitments to communication although the role they are expected to play will vary depending on where within the Partnership structure they sit.

**Triax Neighbourhood Partnership Board will:**

• agree and adopt a vision for the Triax Neighbourhood Renewal Area

• spread messages and actively promote the work of Triax to their own organisations / residents / partnership groups

• apply the principles of the Triax Neighbourhood Partnership Board

• ensure involvement and consultation is open to all

• own and promote the Triax Neighbourhood Partnership ’brand’

• agree the principles of communication

• listen and provide feedback on how views are taken into account

• provide communications appropriate to the diverse needs of our community

• share our achievements

**Triax Sub-Groups**

Health

Youth

Tourism and Culture

Community Safety

Environmental

Triax sub-groups agree to:

* link the vision to delivery
* deliver and promote on the Neighbourhood Action Plan
* promote the aims of the Partnership
* actively promote the Triax Neighbourhood Partnership Board to their own organisations / residents / partnership groups
* ensure involvement and consultation is open to all
* facilitate Community & Voluntary Sector involvement through Community representatives
* ensure that the statutory sector play an active role in NR process
* make appropriate use of the Triax Neighbourhood Partnership ‘brand’
* apply the principles of communication
* create, develop and spread messages
* listen and provide feedback on how views are taken into account
* provide communications appropriate to the diverse needs of our community
* share our achievements

**Triax Staff Team will:**

• promote the aims of the Partnership

• be at the centre of the Partnership network and the focus for developing communication messages

• facilitate the flow of information to and from all parts of Triax Neighbourhood Partnership Board and externally

• produce promotional literature and press releases on the work of Triax Neighbourhood Partnership Board

• ensure the correct use of the Triax ‘brand’

• apply the principles of open and transparent communication

• provide communications appropriate to the diverse needs of our community

• keep things simple, clear and appropriate to the target audience

• share our achievements

• update the Triax website on a weekly basis with current information,

all staff reports and minutes will be posted within one week of meetings

**Communication Teams in Partner Organisations will:**

• be aware of the vision and values of the Partnership

• spread the Triax Neighbourhood Partnership messages

• make appropriate use of the Triax ‘brand’

• help to facilitate the flow of information to and from all parts of the Triax Neighbourhood Partnership Board and externally

• provide communications appropriate to the diverse needs of our community

• share our achievements

**Delivery Partners of the Triax Neighbourhood Partnership Board will:**

• understand and promote their role in delivering the vision of the Partnership

• actively promote the Triax Neighbourhood Partnership to their own organisations / constituents / partnership groups

• spread the Triax Neighbourhood Partnership messages

• make appropriate use of the Triax ‘brand’

• inform the Triax Strategy Manager of their activities and achievements

• provide communications appropriate to the diverse needs of our community

**The Public will:**

• be aware of the vision and values of the Partnership

• feed in ideas

• advise of difficulties or issues

• be aware of the Triax ‘brand’

• inform the Triax Strategy Manager of their specific communication needs where appropriate

• be aware of and share the achievements of the Triax Neighbourhood Partnership Board, partners and local groups

**All partners will:**

• maintain a two-way flow of communication to ensure that everyone is kept well informed

• advise of the copy dates for their publications

• advise of opportunities for joint-working

• advise of their communication and consultation activity

• provide publicity and display material

• manage or facilitate public relations or media campaigns

• provide skills and expertise in specialist areas where possible

• monitor and evaluate communication activity

**Implementing the Communication Strategy and evaluating our communication activity**

This Communication Strategy has given an overview of where Triax Neighbourhood Partnership Board is in terms of communications and set out where we want to be in three years time. In order to implement this strategy and establish how we will get to where we want to be an annual Action Plan will be developed. The Action Plan will set out the activities needed to fulfil our three-year commitments and improve the way in which we communicate with the people of the Triax area, our partners and others.

The Strategy Manager will monitor progress on this Communication Strategy. Progress will be reported to the Triax Neighbourhood Partnership Board at every Board Meeting. The Action Plan will be evaluated and reported on as part of the Annual Report.

One key area of work that this Communication Strategy has identified is the development of consistent messages for the Partnership. In order to ensure that all partners are using the same terms to describe what the Partnership is, what it does and what it is trying to achieve a Key Messages Script will be prepared annually. This Script will be made available to all partners for use in their communications as well as by the Partnership itself.

The review and update of this Strategy in 3 years time will include a revised evaluation of the communications of the Partnership.

**Channels of Communication**

The information that Triax Neighbourhood Partnership Board wants to share can be delivered to the target audience through a variety of communication channels. Some are informal and easy to access whilst others are more formalised and require a structured approach to ensure that the information is conveyed correctly. The channels of communication open to Triax include:

|  |  |
| --- | --- |
| Correspondence | Letters  Email  Mailing Lists  Fax |
| Audio Information | Telephone  Word of Mouth |
| Media | Newspapers (local, regional and national)  Community Newsheets  Magazines  Radio (local, national and community)  TV (regional and national)  Fliers  Posters  Leaflets/Brochures  Information Stands |
| Printed Information | Neighbourhood Action Plans  Annual Report |
| Interactive Media | Email Alerts  Website – [www.triaxtaskforce.org](http://www.triaxtaskforce.org) |
| Meetings | Agenda  Minutes  Reports and Supporting Documentation |
| Images | Logos  Photographs  Charts  Video/DVD |
| Events | Annual Event  Workshops  Displays/Presentations  Conferences |
| Feedback | Questionnaires  Evaluation  Listening  Community Representatives  Partner Organisations |

**Cityside - Triax Website –** [**www.triaxtaskforce.org**](http://www.triaxtaskforce.org)

The Triax Website has been developed as an important communication method with a Facebook Page Link to ensure modern communication methods are in place to reach the wider community.

The website will include information on:

* Neighbourhood Partnership Board (NPB)
* NPB Current Member List
* NPB Sub Groups and Current Member Lists
* Cityside - Triax Resource Base Map
* Cityside - Triax Neighbourhood Action plan
* NPB News
* NPB Minutes
* Triax Strategy Manager Staff Report
* Current Issues and Events
* Example of Projects – Success Stories (Photographs)
* Links
* Cityside – Triax Project Archive – List of Current NR funded projects including associated web links where possible
* NPB Contact Details

**Annexe A –Triax Neighbourhood Partnership Board**

|  |  |  |
| --- | --- | --- |
| Gerry Quinn  Chairperson | Creggan Neighbourhood Partnership | Voluntary & Community Representative |
| Charles Lamberton | Triax Strategy Manager | - |
| Sean Barr | Western Education & Library Board | Statutory Representative |
| Brian Dougherty | Fountain Representative | Voluntary & Community Representative |
| Nicola Browne | Department for Social Development | Statutory Representative |
| Colm Barton | Bogside and Brandywell Initiative | Voluntary & Community Representative |
| Conal Mc Feely | Creggan Neighbourhood Partnership | Voluntary & Community Representative |
| Bronach McMonagle | Bogside and Brandywell Initiative | Voluntary & Community Representative |
| Teresa Bradley | Derry City Council | City Council Representative |
| Jeanette Warke | Fountain Representative | Voluntary & Community Representative |
| Jim Clifford | SDLP | Local Government Councillor |
| Joe Miller | DUP | Local Government Councillor |
| John Ferguson | DEL | Statutory Representative |
| John Tierney | SDLP | Local Government Councillor |
| Colin Kelly | Sinn Fein | Local Government Councillor |
| Sean McMonagle | Bogside and Brandywell Initiative | Voluntary & Community Representative |
| Eddie Doherty | NIHE | Statutory Representative |
| Leanne Doherty | Business in the Community | Rep of Private Sector/Business Comm |
| Tony Doherty | Bogside and Brandywell Initiative | Voluntary & Community Representative |
| Kathleen McCaul | North West Regional College | Statutory Representative |
| Seamas Heaney | Creggan Neighbourhood Partnership | Voluntary & Community Representative |
|  |  |  |
|  |  |  |

**Annexe B**

**Principles Triax Neighbourhood Partnership Board**

* **Commitment:** Demonstrating genuine commitment to working with communities, making appropriate use of the wide range of methods now available for doing so – and engaging the entire community in the Triax area**.**
* **Outcome orientated:** Engaging with the community in ways that lead to meaningful and tangible outcomes - and not as an end-in-itself – in terms of significant improvements to services and people’s quality of life giving communities more control over the circumstances in which they live.
* **Independence**: Recognising that the most effective representation of community interests in the Triax area is likely to be via bodies which are independent and accountable to their communities.
* **Support:** Ensuring that support is provided for community action focusing on the real issues affecting the lives of those residents living in the Triax area.
* **Reaching out:** Reaching out to socially excluded communities and to groups, such as people with disabilities, ethnic minorities and young people.

**Annexe C -** Triax Neighbourhood Partnership Communication Flow Diagram

**Triax Communication**

Triax NP Board

Strategy Manager

Sub Groups

Partners

Users

Residents

**Annexe D –** **Sub Group Members**

**Triax Youth Sub Group**

|  |  |
| --- | --- |
| Sean McMonagle - Chairperson | Triax NMT |
| Clare McGuire | Youthfirst |
| Declan McLaughlin | Divert |
| Bronach McMonagle | Dove House Community Trust |
| Una McCartney | WELB, Pilots Row |
| Danny Ferguson | Pilots Row |
| Stevie Mallet | St Marys YC |
| Jeanette Warke | Cathedral YC |
| Brian McMenamin | Long Tower YC |
| Ciaran Wilkinson | Creggan Youth Drop In |
| Laura McGuinness | Bogside and Brandywell Health Forum |
| Nicola Browne | Department for Social Development |

**Triax Community Safety Sub Group**

|  |  |
| --- | --- |
| Sean Collins - Chairperson | CRJI |
| Colm Barton | Triax NMT |
| Donna Hutton | Triax NMT |
| Sean McMonagle | Triax NMT |
| Catherine Pollock | Peace Walls Project |
| Donna McCloskey | Peace Walls Project |
| Seamus Heaney | Old Library Trust |
| Leeann Monk | Old Library Trust |
| Bronach McMonagle | Dove House Community Trust |
| Leona McMenamin | Divert |
| Mary Breslin | Bogside and Brandywell Health Forum |
| Gerry Quinn | Creggan Country Park |
| Eddie Doherty | NIHE |
| Ray Wilson | PSNI |
| Trevor McKeown | PSNI |
| Dermot Harrigan | Derry City Council |
| Nicola Browne | Department for Social Development |
| Linda Mc Kinney | GDT |
| Shana Deery | CNP |
| Karen Healy | CCP |
| Sam Young | PSNI |

**Triax Tourism and Culture Sub Group**

|  |  |
| --- | --- |
| Adrian Kerr – Chairperson | Museum of Free Derry |
| Donncha MacNaillais | Culturlann Ni Cainin |
| Michael Cooper | Free Derry Tours |
| William Moore | Apprentice Boys of Derry |
| Linda McKinney | Gasyard Development Trust |
| Ami McBride | Feile |
| Gerry Quinn | Creggan Country Park |
| Derry Logue | First Derry Presbyterian |
| Tony Monaghan | Derry City Council |
| Nicola Browne | Department for Social Development |
| Catherine Crowley | Derry Visitors Convention Bureau |
| James McIlvar | SIB |
| Martin Agnew | First Derry Presbyterian |
| Oonagh Quigg | Derry 2020 |
| Grainne McCafferty | Aras Colmcille |
| Maeve McLaughlin | DCC |
| Mary Blake | DCC |
| Charles Lamberton | Triax |

**Triax Health Sub Group**

|  |  |
| --- | --- |
| Tony Doherty - Chairperson | Bogside and Brandywell Health Forum |
| Seamus Ward | Bogside and Brandywell Health Forum |
| Mary Breslin | Drink Think |
| Seamus Heaney | Old Library Trust |
| Leeann Monk | Old Library Trust |
| Adele McCloskey | Cunamh |
| Bronach McMonagle | Dove House Community Trust |
| Leona McMenamin | Divert |
| Jeanette Warke | Cathedral YC |
| Deirdre McDaid | Surestart |
| Sean McMonagle | Triax NMT |
| Tommy McCallion | Derry City Council |
| Maura ONeill | WHSCT |
| Nicola Browne | Department for Social Development |
| Louise McIntyre | Creggan Pre-school Training Trust |
| Collette Brolly | PHA |
| Michelle McLaren | Pink Ladies |

**Triax Environmental Forum**

|  |  |
| --- | --- |
| Karen Healy - Chairperson | Creggan Country Park |
| Colm Barton - Vice Chairperson | Triax Neighbourhood Management Team |
| Caroline Harkin | Volunteer Investment Project |
| Mairead Parke | Volunteer |
| Mary McCarron | St Cecilia’s College |
| Leanne Monk | Old Library Trust |
| Ella Hegarty /Louise McIntyre | Creggan Parent and Toddler Group |
| Eliza Threfall | Volunteer Now |
| Stephen Mallett | St Mary’s Youth Club |
| Alan Warke | Cathedral Youth Club |
| Jeanette Warke | Cathedral Youth Club |
| Colin Graham | RSPB |
| Seamus Ward | Bogside and Brandywell Health Forum |
| Karen Kirkegaard | Groundwork NI |
| Declan McLaughlin | Gasyard Centre |
| TBC | Aileach Youth Club |
| TBC | Pilots Row |
| TBC | Dove House |
| Roisin Rice | St Peter’s High School |
| Roisin McGrogan | St Joseph’s Boys School |
| Susanne Bergin | St Joseph’s Boys School |
| Tony de Brún | Gaelscoil Eadain Mhor |
| Andy Bonner | House in the wells |
| Mildred Gill | Lumen Christi College |
| Tina O’Hagan | St John’s PS |
| Bill O’Donnell and Annabelle Curran | Holy Child PS |
| Saralyn Donnell | Fountain PS |
| Sean McMonagle | Creggan Neighbourhood Partnership |
| Gareth Austin | Local Gardener |
| Julie Hannaway | Derry City Council Recycling Team |
| Christine Doherty | Derry City Council Biodiversity Team |
| Patrick Duddy | NIHE Junior Warden Programme |
| Nicola Browne | Department for Social Development |

**Annexe E** – Communication Action Plan

***Triax Communication Action Plan 2013/14***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Action*** | ***Who*** | ***Timeframe*** | ***Outcome*** |
| Develop Triax Communication Strategy | Strategy Manager and Partnership Board | March 2013 |  |
| Upgrade and utilize Triax website and link to Facebook | Triax Staff | March 2013 |  |
| Upload Triax Staff Report and Minutes | Triax Staff | Within one week of Board Meeting |  |
| Ensure the Triax mailing list is up to date and maintained | Triax Staff | March 2013 |  |
| Pass on all relevant information to board members and groups | Triax Staff | Ongoing |  |
| Encourage all groups and partners to highlight and promote the work of Neighbourhood Renewal through traditional and new media outlets | Triax Staff, Groups and Partners | Ongoing |  |
| Develop new and innovative ways of communicating with residents | Triax Staff, Groups and Partners | Ongoing |  |
| Publish Triax Annual Report promoting the work of Triax and the delivery of Neighbourhood Action Plan | Triax Staff | April 2013 |  |

**Annexe F** – Key Message Script

The key messages for communication from Triax are

* TRIAX is a Neighbourhood Partnership Board comprising public and c/v sector interests
* We work with Department for Social Development on the delivery of Neighbourhood Renewal Strategy over a 7-10 year planning and implementation timeframe.
* The Partnership is located in the south side of Derry, which includes within its area of benefit Bogside/Brandywell/Gt. Bishop Street, Creggan and The Fountain.
* Comprising a total population of approx. 17,300 residents.
* Tackling inequalities, deprivation and ensuring that residents are at the centre of the regeneration process is central to what Triax is about.
* TRIAX’s vision is that “*within 10 to 20 years, we will transform our area into a safe place which people will choose to live in, invest in and visit; where all will feel welcome in an inclusive community at peace with itself and others. We want to create an unparalleled living environment that will afford opportunity for all residents to achieve their full potential throughout life. We will nurture healthy active individuals, confident in themselves and their community, who will act together to enrich both their own neighbourhoods and life in the city as a whole*”. Our Mission is "*to put an end to inequalities in our most deprived neighbourhoods*".

TRIAX NEIGHBOURHOOD PARTNERSHIP BOARD

TRIAX NEIGHBOURHOOD PARTNERSHIP THEMATIC WORKING GROUPS