

**Update September 2009 - for East Area Committee**

## **Community Communications action plan**

### **Objective**

To promote the Community Leadership role of Area Committees and to publicise their effectiveness in addressing local priorities identified by local residents in an effective, timely manner by

- Strengthening the capacity of Area Committees to communicate with their communities and to engage with them most effectively
- Raising awareness with local residents of what Area Committees are, what they do and how to get involved
- Encouraging communities of interest to join up across an Area through better coverage and promotion through events and publications
- Developing a toolkit of materials to support Area events and promote Area activities, share Area news and facilitate Area debate

### **Action plan July 2009 to April 2010**

<b>Tasks</b>
<ul style="list-style-type: none"><li>- To work with area committees to identify different ways to communicate with local residents.</li><li>- To raising awareness with local residents of what area committees are, what they do and how to get involved.</li><li>- To develop materials to support community engagement and to increase the raising of local issues within an area.</li><li>- To encourage communities of interest to join up across an area through better coverage and promotion through events and publications.</li><li>- To develop materials to support area events and promote area activities, share area news and facilitate area debate.</li></ul>
<b>Outcomes</b>
<ul style="list-style-type: none"><li>- Area committees have the materials they need to communicate and engage with local residents</li><li>- Area committees have information and knowledge about communities of interest in their area</li><li>- Area committees feel supported in their role</li></ul>
<b>Activities &amp; actions</b>
<p><b>1) One comms person per area as a comms- link officer</b> Progress- completed: Coalfields : Julie Heathcote Washington: Victoria Glass</p>

East : Jeremy Wicking  
West: Kevin Douglas  
North : Vicky Happer/Coleen Doneathy

**2) Materials and support with Area committee meetings (corporate materials/banner/displays)**

Progress- completed. Available on request from area comms-link officer

**3) Develop and communicate key messages about area committees:**

Progress – drafts received from Area Coordination Team, now with Corporate Comms to refine and use in future communications

**4) Raise awareness of area committees**

In progress – section on area committees in Annual Review summary to be published mid-September

New “authentic Sunderland” photography being commissioned will give us new images across all areas for use in publications & newsletters – for completion November 2009.

**5) Monthly area newsletter – to all properties**

In progress – currently working on options appraisal, implementation plan / phasing, costing for writing and sourcing content contributors. Plan is to test and evaluate at an area level in October/November 2009 and then agree implementation for 2010.

**6) Fold out map by area**

To be progressed in September for completion October 2009

**7) Posters – short term**

Completed for September Area meetings

**8) Leaflets – short term**

Completed for September Area meetings

**9) Posters ( different designs per area)**

In production. Completion end of September. A3 and A4 available.

**10) Contact your area committee/ask a question postcards**

In production. Completion end of September. A3 and A4 available.

**11) Area Committee merchandise : a “menu” of T-shirts and other area merchandise available for committees to order on request**

To be progressed in September for completion October 2009

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