

Update September 2009 - for West 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

Tasks

- To work with area committees to identify different ways to communicate with local residents.
- To raising awareness with local residents of what area committees are, what they do and how to get involved.
- To develop materials to support community engagement and to increase the raising of local issues within an area.
- To encourage communities of interest to join up across an area through better coverage and promotion through events and publications.
- To develop materials to support area events and promote area activities, share area news and facilitate area debate.

Outcomes

- Area committees have the materials they need to communicate and engage with local residents
- Area committees have information and knowledge about communities of interest in their area
- Area committees feel supported in their role

Activities & actions

1) One comms person per area as a comms- link officer

Progress- completed:

Coalfields : Julie Heathcote

Washington: Victoria Glass

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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