

Communications Strategy

1. Objectives of Luton Assembly

- To draw together views and interests through a wide range of voluntary and community sector organisations (VCS) in Luton and to discuss issues and concerns and feed these into strategic local, regional and national decision-making bodies
- To ensure the views and concerns of the local community expressed by individuals and organisations are acknowledged and processed through the appropriate structures
- To ensure that strategic information from public bodies is disseminated to the sector
- To lobby on behalf of Luton's voluntary and community sector organisations towards achieving goals for the town
- To work in partnership with local organisations and institutions to achieve a sustainable Luton
- To elect members of the Luton Assembly to participate within the Luton Forum and in any relevant associated agencies, institutions, and organisations involved in promoting community empowerment, development and cohesion

2. Communications objectives, principles and key messages

Communication objectives

We aim to:

- Provide consistent messages about the Luton Assembly, its priorities and policies to build awareness of its work amongst the wider local VCS and all other key stakeholders
- Communicate Luton Assembly successes to the wider VCS and other stakeholders
- Collate information to ensure that debates/discussions around service delivery and design are relevant to the local grassroots VCS organisations
- Provide timely, accurate, information to help the VCS to understand and know what the Luton Assembly is doing on their behalf
- Be seen to be transparent in the work that is carried out on behalf of Luton Assembly
- Be accountable to the wider local VCS
- Be representative of the local VCS

Principles

- We will innovate and use new cost effective methods of communicating wherever possible
- All Luton Assembly communications with any stakeholder to be honest, credible and succinct
- We will interact with the media after seeking advice from a media trained individual
- Members of the Luton Assembly Committee and its network theme groups will be invited to represent the VCS at every opportunity
- Luton Assembly Committee members will be supported by the Assembly support team in all aspects of communicating with their stakeholders

Key Messages

- Working on behalf of Luton's local VCS
- Influences and shapes service delivery and design to benefit all Luton's communities
- Strategic level influencing and representation
- Elected, inclusive Committee
- Works in partnership with all stakeholders

3. Key Audiences

Key Audiences

- VCS organisations
- Communities
- Service Users
- Members of the Local Strategic Partnership (LSP)
- High level local authority, police, health, probation, personnel who will be designing service delivery and developing policy in respect of Luton's communities
- Politicians: Local Councillors and MPs
- Staff from all agencies
- Government agencies

Priorities

- All stakeholders know the objectives of the Luton Assembly
- All stakeholders understand how the Luton Assembly works
- All stakeholders know the successes of the Luton Assembly
- All electronic methods of communication are up to date and can be used with ease to communicate to all stakeholders
- Luton Assembly representatives know the views of the wider VCS

Appendix 2

What is known about Luton Assembly?

- Yearly election of representatives
- Luton Assembly is a member of the Local Strategic Partnership
- Luton Assembly represents the local VCS
- Is a project of Voluntary Action Luton
- Holds events for the VCS
- Talks a lot

What should be known?

- How it influences
- What it influences
- Outcomes of meetings
- VCS views taken forward
- Successes

4. Target audience ranked by importance	Preferred/appropriate channel of communication
Voluntary and community sector organisations delivering services in Luton	VAL Newsletter Other community newsletters VCS events Community leaders E-mail drops Luton Assembly Website Voluntary Works Website Lutonline Newspaper articles (LBC publication, delivered to 77,000 homes)
Hard to reach voluntary and community organisations, such as; Polish, Lithuanian, South Asian, Chinese, Somalia, African, Caribbean	Outreach via the support team officers Website Vol Matters Newsletter E-mail drops
Communities and its residents	Area Committees Neighbourhood Forums Press releases to local, regional and national media Word of mouth Promotional literature Website

Appendix 2

High level statutory agency officers	Items on the LPSB agenda (bi-monthly) Notify of links to the Luton Assembly website pages Networking opportunities Attendance at Luton Forum and its Theme Board meetings
Media – local, regional and national, press, TV and radio stations	Press releases, briefings, photocalls, interviews, features
Private enterprise	Use key individuals to cascade information within the Chamber of Business and Business Link Promotional literature Website
Politicians	Networking opportunities Leaflets Items on the LSP agenda Word of mouth Press releases

5. Achieving your objectives – working project plan			
Activity	Key Individual/s	Deadline/timeframe	Success criteria
Identity/general PR			
Use the Luton Assembly logo on all of its communication so that organisations are aware of its existence	All members of the Luton Assembly support team	Ongoing until March 2012	Awareness of Luton Assembly and its objectives increases
Undertake outreach activity other than events	Luton Assembly Manager, Coordinator and Stronger and Safer Network Officer	March 2012	Number of organisations who have met with support officers to discuss the Luton Assembly

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Media relations			
Radio interviews with local stations to highlight Luton Assembly activity	Luton Assembly Operations Manager and Coordinator, Safer and Stronger Network Facilitator and Luton Assembly representatives	March 2012	Number of radio interviews relating to Luton Assembly
Newspaper articles to highlight Luton Assembly activity	Luton Assembly Operations Manager and Coordinator, Safer and Stronger Network Facilitator and Luton Assembly representatives	March 2012	Number of newspaper articles
Public affairs			
Luton Assembly to highlight its present activities with local MPs; Gavin Shucker and Kelvin Hopkins	Luton Assembly support team and Luton Assembly representatives	March 2012	Number of briefings sent to local MPs
Publicity materials			
Refresh the Luton Assembly leaflet, so that it is informative and relevant	Luton Assembly Administrator	July 2011	Refreshed leaflet on file
Ensure appropriate distribution of publicity material	Luton Assembly support team	March 2012	Numbers of outlets sent to
Events			
2 Full Luton Assembly events to be held	Luton Assembly Operation's Manager and Coordinator	March 2012	Number of events
2 Stronger and safer Network events to be held	Luton Assembly Stronger and Safer Network Facilitator	March 2012	Number of events

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Website/electronic communication			
Luton Assembly Website to be a good source of information for all stakeholders	Luton Assembly Administrator	End June 2012 Monthly website update e-mails requesting information from the Luton Assembly Representatives	Refreshed Website Number of 'hits' Information written in other languages
Luton Assembly Website to be a good source of information for the Luton Assembly representatives	Luton Assembly Administrator and support team	Weekly	Luton Assembly Committee and Theme Network Committee papers accessible on the Website
Maintain the Luton Assembly database so that it can facilitate effective e-mail communication	VAL senior administrator, Stronger and Safer Network Facilitator and Luton Assembly Administrator	End July 2011	Up to date database with appropriate segmentation
Creative usage of the Luton Assembly Database and Website	Luton Assembly Administrator and Stronger and Safer Network Facilitator	End June 2011	Luton Assembly support team members who have undergone training