



COMMUNICATIONS STRATEGY



Ecosystem of Active Essex

Shared Purpose
To get 1 million people active by driving and sustaining participation in physical activity and sport.

Active Essex Brand Identity

Working with partners to create opportunities and resources to reduce inactivity and develop positive attitudes to health and wellbeing in communities across Greater Essex

Working in partnership with organisations to engage harder to reach communities and under-represented groups across our county

Tackling issues of inactivity. Focusing on areas of inequality and behaviour change to empower communities to improve outcomes for residents



Programmes & projects



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Programmes & projects



Core business functions including comms



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Situational Analysis

- Operational plan
- Strategic priorities
- Audience analysis

Comms Strategy

- Aims & objectives
- Key channels
- Key audiences
- Key messages
- Prioritisation

Comms Plan

- Activity plan
- Responsibilities
- Timescales
- Resources
- Brand identity
- SMART principles

Evaluation

- Tools & process for evaluation of plan & strategy
- Analytics & evidencing impact
- ELDP evaluation capacity

Sustainability

- Long term planning
- Resourcing
- Learning based on evaluation
- Ongoing review of strategy

Strategic Objectives



Develop and deliver campaigns to promote physical activity to the public

Develop strong relationships with stakeholders, keeping them informed and sharing our learning and successes

Aim

To produce communications activity which supports 1 million people in Essex to increase and maintain their engagement in physical activity

Signpost to raise awareness of opportunities and educate to help people understand the benefits of physical activity

Cascade messaging regarding support for all endeavours which encourage physical activity in Essex

Raise awareness of each area of business to promote our work and, where appropriate, fundraise

Develop behavioural change interventions & bespoke messaging based on audience insight, to encourage physical activity

Key Channels

PAID

Sponsorship

Events

Advertising

Paid social

Print collateral

EARNT

Media coverage

Cross pollination

Inbound links

OWNED

Website

Social media channels

Email/newsletter x2

Information flow (to be completed by whole organisation)

SHARED

Social media engagement

Community engagement

Sector messaging/content

Key Audiences & Top Level Interest

G2G
Government to Government

Success of the work

Messaging to focus on:

- What is happening
- What progress is being made
- The impact that is taking place
- Success stories
- What is being learnt

G2B
Government to Business

Feeling informed & making a difference to the community

Messaging to focus on:

- What is happening
- How they can be a part of it
- What they might be able to offer the community in support

G2P
Government to People

Educating, empowering and enabling communities

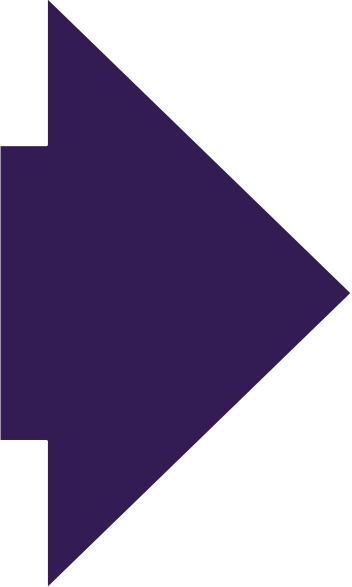
Messaging to focus on:

- How to engage them in PA
- Educating on importance of PA
- Signposting of opportunities and resources
- Inspire them to get involved in PA

(G)P2P
(facilitated by us) People to People

Messaging to focus on:

- How they can get involved
- How they can involve others
- Who they can talk to for advice
- How they can share their story



Year One Key Activities Overview

Channel Development

To include:

- CRM development
- Social media channels review
- Merging of newsletter channels
- Re-development of AE/ELDP website
- Re-launch and development of AEF website
- Launch of Impact Report
- Develop podcast capability

Asset Development

To include:

- Development of design and print capacity and image bank
- Ongoing content production
- Marketing collateral to support ELDP, AP and AEF
- Creation of social media graphics
- Assets to support our sector (webinars, website and social media content)

Project Delivery

To include:

- Keep Essex Active
- This Girl Can Essex - Women Like Us festivals
- Essex All Together
- 3030 Essex
- Sports Awards - a new look for 2020 to reflect current situation
- The Click Pilot
- NSMC Pilot

Evaluating and Learning

To include:

- Producing analytics to help us understand what works
- Developing evaluation frameworks for the LDP pilots
- Sharing the learning from pilots and LDP work
- Developing blueprints to encourage replication of successful activity

(All projects will also require asset development)

