Communications Plan Template

Grantees may use their organisation’s own communications plan template if desired, but please ensure it covers the points below. Submission is required prior to release of Grant.

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| LCTT reference number/Project name |  |
| Project outcome(s) | *Should align with the outcomes outlined in the evaluation plan.* |
| Communications contact | *Please provide an email address and phone number of key communications contact.**.* |
| Period of communications plan | *Plan should cover the period from the date of award through to December 2023. We are not expecting at this stage that the plan will include much more than an indication of likely activity post December 2018.*  |
| Overview of communications opportunities and challenges | *Provide an overview of the key opportunities and challenges associated with communications for this project. How will these change through the life of the project?* |
| Purpose of communications | *What are the specific (SMART) objectives this communications plan intends to achieve? Include each objective intended to be achieved, referring to the overall project outcomes as well as the targeted audience and key messages if appropriate.* |
| Audience(s) | *Who are the target audience(s) for the communications activity? Please describe the audiences as specifically as possible. If there are several outcomes listed for the project, ensure that the target audience is detailed for each one. Please give each audience a number, corresponding to the outcome to which it relates.* |
| Key Messages | *What messages are we trying to communicate? Please give each message a number, corresponding to the outcome to which it relates.* |
| Resources | *What financial and human resources can be committed to communications? Include details of budget, people, staff time. Include other resources such as information, public support, etc.**Please note that the ERDF award may be used to support outreach activity, marketing and promotion, community engagement and evaluation until 31 December 2018. However, this cannot include staff costs unless that staff member has duties related 100% to the delivery of the LCTT Challenge Fund project.* |
| Contingency Planning | *Crisis planning should be part of any communications plan in order to anticipate problems and deal with them effectively. Cover as many situations as possible and include details of who takes responsibility for what – dealing with the media, correcting errors, etc.* |
| Connecting with the media and other influencers | *Establishing and sustaining good and open relationships with individual media contacts, and with influential individuals and institutions in the community that is trying to be reached, is a vital part of the communications plan.* |
| Action Plan (Tactics) | *This should bring all the above elements together into a plan that can be acted on. Include details of outcomes sought, target audiences, what key messages should contain and look like, what channels to use to reach audiences, what problems might be faced, budget, timing, staff responsibilities.* |
| Evaluation and measurement | *This section should outline how Grantees intend to evaluate and measure the impact of what they are doing. By evaluating the communications plan, Grantees will learn which activities had the most impact, and which parts of the plan didn’t work, allowing Grantees to make changes to improve communications. Consider formal measurement techniques for measuring results against outcomes – e.g. focus group sessions – or less formal evaluation methods such as assessing media coverage.* |