

Annex 4: Work Plan Templates

Organisation Name: Derry City and Strabane District Council

Project Title: PEACE IV Local Authority Action Plan - Communications

WP No.	Work Plan Title	WP Start Month	WP End Month	Estimated % of total project budget allocated to WP
2	Communications	September 2016	December 2021	
Partners' Involvement				
WP responsible partner	Derry City and Strabane District Council (DCSDC)			
Involved partners				
Summary description of the work plan. Specify the Programme result to which it contributes <i>Outline key issues, outputs, responsibilities/roles of each partner, risks and risk mitigation approach.</i>				
<p><i>Enter text description</i></p> <p>The Communications Plan is an integral part of this programme, and aims to:</p> <ul style="list-style-type: none"> • Increase awareness of the support from the EU PEACE IV programme within the North West region • Ensure that aims, objectives, outputs and impact of the project are communicated clearly to beneficiaries, the public and other stakeholders • Highlight key milestones / successes in the delivery of the project • Guarantee transparency during the programme implementation • Ensure full engagement with the communities and stakeholders 				

The Communications Plan aims to communicate clearly the aims of this project and how it benefits participants, the general public and stakeholder groups. The Communications Activities Work Plan will build awareness of the project itself, as well as mark key milestones and celebrate success. We will address our internal, external, stakeholder and general public audiences through a marketing mix which includes promotions, public relations and digital activity, reaching for grassroots audiences in target areas.

Responsibility for the successful day to day delivery of the Communications Plan will rest with the Communications Lead from within the Secretariat, who will be supported by the Programme Manager and ultimately the Project Board.

The Project understands the responsibility it undertakes in relation to adhering to EU and programme requirements relating to publicity and communications. All guidelines and requirements will be followed and all opportunities for recognition of the EU will be maximised.

EU programme publicity requirements

EU and PEACE IV publicity requirements will be followed throughout the project implementation. Specific groups and stakeholders will be targeted including other programme bodies, beneficiaries, potential beneficiaries, policy makers, other stakeholders. The EU fund and award received will be referred to accurately in the first paragraph of any press release. All press releases and newsletters will display the EU logo prominently and in accordance with the guidelines provided.

New dedicated PEACE IV webpages will be created for the programme, as part of the DCSDC website. The webpages will include the correct EU logos on all pages as stipulated by SEUPB. Website links to www.seupb.eu, partner websites and other relevant websites will be included. Timely updates to the website will be an integral part of the communications process.

Monitoring and Evaluation

A media monitoring facility will be established in order to monitor all project communications publicity on TV, radio, in the print press, online and on social media. This data will provide the metrics to evidence quarterly reporting requirements to SEUPB, to manage risk and maximise upon communications opportunities.

Reporting

In line with the requirements of the PEACE IV programme, monitoring of the project will be an ongoing process and will feed into quarterly progress reports submitted in parallel with financial claims. The GAANT chart will define key timelines, milestones and deliverables to be achieved. This will be put in place at the outset of the project.

The Communications Lead will monitor website visits, numbers of events organised and their attendances, numbers of brochures distributed etc. Progress against the deliverables of the Communications Plan will be continually reviewed and the communications programme modified accordingly.

Project milestones and promotional opportunities

The final project communications plan will be instrumental in achieving project milestones and promotional opportunities. This will include the use of press releases, posters, public information notices to promote the launch of the project, conferences, events and stakeholder meetings. Brochures, fact-sheets, and newsletters will be utilised to keep all stakeholder and interested parties informed of the programme activities and milestones.

At the outset of programme activities and throughout their duration, press articles and radio/TV interviews and/or programmes, web content and social media and will be utilised as information vehicles to raise awareness of the work of the Local Action Plan and to encourage participation in the range of programmes that will be delivered. Press releases will be made when interim results are presented or to mark milestone events.

Outputs			
<i>List which programme outputs this work plan delivers or contributes to.</i>			
Please describe activities and deliverables within Work Plan 2.			
Activity 2.1	Development of an online presence	Start month <i>JANUARY 2017</i>	End month <i>December 2021</i>
	<p>A dedicated PEACE IV DCSDC Local Action Plan webpage will be developed on the DCSDC main website (URL to be confirmed). This will give an overview of the programme and will be updated regularly with project progress. As required, this page will include a link to the SEUPB website, as well as partner websites and other stakeholder and relevant sites. Appropriate recognition of the EU and match funding will be present.</p> <p>Maximum use of social media will be developed from the activity linked to the web pages and activity monitored on a regular basis, by the Communications Lead as well as support services from DCSDC web team. This form of social media will be used to keep communities and agencies up to date on relevant issues relating to the project and will make good use of the media available through social forms such as facebook, twitter, linkedin e.t.c</p>		
Activity 2.2	Development of Brand and Promotional Collateral	January 2017	December 2021
	<p>This activity will see the creation of a strong and unifying brand for the project, which will be present across all forms of communication. Programme promotional literature will be developed, including information leaflets, brochures and posters, as well as specific material relating to the range of programmes to be delivered across each of the three themes of the Local Action Plan (see Work Packages 4-6 for details). All opportunities will be availed of to promote the PEACE IV programme and its successes.</p> <p>SEUPB approval will be sought for all promotional items.</p>		

Activity 2.3	Media Relations	Start month (MM.YYYY) <i>January 2017</i>	End month (MM.YYYY) <i>December 2021</i>
	<p>This will see local, regional and national media used to promote aspects of the programme. Press releases and photo calls will be used regularly throughout the lifetime of the programme, as well as utilising social media and programme webpages on partners' website to promote key milestones, including launch and close events, procurement adverts and information relating to each of the programmes/projects to be delivered through Work Packages 4-6. The media will also be used as a way of promoting individual actions/events to raise awareness and encourage participation as appropriate.</p> <p>There will be an opportunity provided for local media to keep a regular interest in the progress of the programme and will be an opportunity for maintaining wider public engagement as the project develops.</p>		
Activity 2.4	Launch and Close Events	Start month (MM.YYYY) <i>January 2017</i>	End month (MM.YYYY) <i>December 2021</i>
	<p>This will involve the organisation of events to mark the launch and close of the programme. Key stakeholders will be identified and invited and suitable venues arranged to hold these events in. The launch event will provide the opportunity to raise awareness of the programme and the expected outcomes, and the close event will celebrate the success and attract media coverage once all programme activity has been completed.</p> <p>We will also be linking in with other relevant events and conferences and linked projects where appropriate throughout the lifetime of the project and where there will be an opportunity to promote the PEACE IV as well as the DCSDC Local Action Plan.</p> <p>Full details of these events to be agreed in consultation with the EU communications office.</p>		