

## **Transition Black Isle Climate Challenge Fund 2011-12 - Sub-project Plan**

### COMMUNICATIONS SUB GROUP - PUBLIC INTERFACE/WEBSITE/NEWSLETTER

#### SUMMARY

##### PURPOSE

To continue to create a strong presence throughout the Black Isle through three channels – a) Newspapers, TV and Radio b) our website c) our printed newsletter

##### BROAD ACTIVITIES

We will continue the high profile coverage of our public events and activities on local radio and in the newspapers through our PR. We will maintain and develop our website to reflect our growth and in particular create pages for input from the public into our community mapping survey leading towards our Energy Descent Plan. Three newsletters will be produced during the year and distributed widely over the Black Isle.

##### OUTPUTS

- Keeping a strong presence in the media about TBI's activities
- Highlighting in the press local issues relevant to TBI's agenda
- Through the website, advertising all our events and activities
- Enabling vital input from the community through our website into our mapping survey
- Reaching a wide section of the community through our non-electronic newsletters.

TOTAL COST £16,400

#### DETAILED DESCRIPTION

##### ACTIVITY 1 PR Support

###### DESCRIPTION

Maintain our excellent PR record by contracting in professional public relations support.

###### OUTPUTS AND KEY MILESTONES

- Appoint PR officer (by May 2011)
- Widely publicise all our public events during the year
- Gain greater public credibility through well researched press releases highlighting local issues of TBI relevance
- Organise 2 high profile events with expert speakers in conjunction with Preparation for Energy Descent Action (by November 2011)

## COST

- 30 days @ £200 per day = £6000

TOTAL £6000

## ACTIVITY 2 – Website maintenance

### DESCRIPTION

We will contract a webmaster to maintain and develop our vibrant website, our shop window and a key part of communicating with our members and the public generally.

### OUTPUTS AND KEY MILESTONES

- Contractor appointed (by May 2011)
- Pages added for public input into community mapping survey (by September 2011)
- Pages added for ordering from newly created Food Hub (by February 2012)
- Maintenance of website and forum with all new TBI projects clearly featured

### COSTS

- Webmaster – 2 days per month @£200 per day = £4800
- Input from website host for Food Hub online buying facility £2000?

TOTAL £6800

## ACTIVITY 3 – Newsletter

### DESCRIPTION

A contractor will be recruited to produce all three full colour newsletters vividly covering TBI's activities throughout the year. These will be widely distributed through libraries, community markets, our own events and by post and will include sending to those in positions of influence. They will also be responsible for further development of our distribution network.

### OUTPUTS AND KEY MILESTONES

- Publication of newsletters (May, September and January)
- Continued development of distribution network

### COSTS

- Contract time - newsletter - 4 days @ £200 per day per newsletter x3 =£2400
- Contract time – distribution network – 4 days @ £150 per day £600
- Printing 1000 copies per edition £400 x 3 = £1200

TOTAL £3600