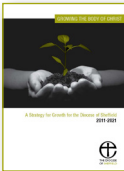
































## Achieving our shared vision

This looks at the four strategy documents set out by Bishop Steven for our Diocese. It simplifies the aims of the vision and looks at how these can be applied to communication objectives for both the Diocese and the parishes. Potential communication tools are suggested.

Strategy	Overview of objective	Communication objective	Communication tool
<b>Growing the Body of Christ</b> 	<ul style="list-style-type: none"> <li>» Grow the Church of England in the Diocese by as much as 20% over the next decade. The key baseline figure in measuring this growth is All Age Weekly Attendance. A key catalyst is the cycle of the annual and church year "A season of invitation".</li> </ul>	<ul style="list-style-type: none"> <li>✓ To provide a regular flow of information to key stakeholders.</li> <li>✓ To regularly showcase successes in parish communities in the local media.</li> <li>✓ To respond when approached by local media for opinions on relevant local and national matters.</li> <li>✓ To work appropriately with the local and national media on 'crisis' issues.</li> <li>✓ To support and promote major diocesan events through the year.</li> <li>✓ To work with all stakeholders to establish priorities for parishes and the diocese going forward.</li> </ul>	<ul style="list-style-type: none"> <li> Branding and guidelines</li> <li> Website</li> <li> eBulletin</li> <li> Email</li> <li> Social media</li> <li> Video</li> <li> Leaflets and publications</li> <li> Media releases</li> <li> Newsletters</li> <li> Establish out of hours comms support number</li> </ul>
<b>Re-imagining Ministry for Mission</b> 	<ul style="list-style-type: none"> <li>» Creation of Mission Partnerships to combat the issues of rising stipendiary cost and falling numbers.</li> <li>» Encouraging Mission Action Planning as a tool for sustainable parish life.</li> </ul>	<ul style="list-style-type: none"> <li>✓ To offer support to the parish support team (and thereby parishes) in the form of communications tools, help and advice.</li> <li>✓ Support parishes with requests for help.</li> </ul>	<ul style="list-style-type: none"> <li> Website</li> <li> Email</li> <li> Post</li> <li> eBulletin</li> </ul>
<b>Salt &amp; Light</b> 	<ul style="list-style-type: none"> <li>» Encouraging and empowering those within parishes to recognise and speak up for issues and injustices throughout neighbourhoods, communities, towns, cities and countries.</li> <li>» Create a network of volunteers to foster these ideas throughout the Diocese.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ensure two-way flow of information to representatives within the parishes.</li> <li>✓ Work with local and national media on relevant matters and stories.</li> </ul>	<ul style="list-style-type: none"> <li> Website</li> <li> Social media</li> <li> Press releases</li> <li> Video</li> <li> eBulletin</li> <li> Leaflets and publications</li> </ul>
<b>A Little Letter on Giving</b> 	<ul style="list-style-type: none"> <li>» Introduce the Common Fund</li> <li>» Encourage parish giving to Diocese</li> <li>» Increase those paying by standing order</li> <li>» Aid parishes to encourage giving from congregations</li> <li>» Ensure sustainability of Diocese for the future</li> </ul>	<ul style="list-style-type: none"> <li>✓ Provide flow of information for parishes on services on offer from the Diocese.</li> <li>✓ Showcase successes throughout the Diocese.</li> <li>✓ Support Finance and parish support team when gathering Parish Share/Common Fund monies.</li> </ul>	<ul style="list-style-type: none"> <li> Video</li> <li> Hardcopy and digital publications</li> <li> eBulletin</li> <li> Website</li> <li> Events</li> <li> Letters</li> <li> Flyers</li> </ul>