

## Key Audiences for the Diocese

The Diocese of Sheffield serves a diverse network of individuals, interest groups, charities, volunteers, businesses and other stakeholders. All are important to us in striving to achieve our vision. Use as this a guide to start planning what your key audiences need to know and what the consistent messages should be.

Audience 	What they need to know	Key communications messages
<b>Staff in Church House</b>	<ul style="list-style-type: none"> <li>» What the vision, aims and objectives of the Diocese are.</li> <li>» Where their role fits into this and the impact they can make.</li> <li>» What message they should be selling.</li> <li>» What the policies, structures, training and welfare services there are for staff.</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Diocese needs to grow its parish church attendeeThe Diocese needs to shape its ministry to meet the needs of the current world</li> <li>✓ The tools and support to do this are available</li> <li>✓ Staff are integral to the success of the vision</li> </ul>
<b>Board</b>	<ul style="list-style-type: none"> <li>» Broad view of operations.</li> <li>» Statistics on growth and finances.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Quarterly reports on statistics will be issued</li> <li>✓ Staff and clergy are fully supportive of the vision, aims and objectives</li> <li>✓ We have the skills to deliver</li> </ul>
<b>Church of England Central</b>	<ul style="list-style-type: none"> <li>» Our major activities</li> <li>» Updated contact details</li> <li>» Information on the activities of the Bishop's</li> </ul>	<ul style="list-style-type: none"> <li>✓ We are active in promoting our major activities through different channels</li> <li>✓ Proactive in updating important contacts</li> <li>✓ Bishop's have a busy programme in support of the Diocese and the CofE</li> </ul>
<b>Other Diocese'</b>	<ul style="list-style-type: none"> <li>» Our major activities</li> <li>» Opportunities for sharing work</li> </ul>	<ul style="list-style-type: none"> <li>✓ Partnerships and work-sharing is welcomed</li> </ul>
<b>Clergy</b>	<ul style="list-style-type: none"> <li>» Stipend and housing issues</li> <li>» Training and updates</li> <li>» Community support</li> <li>» What the vision, aims and objectives of the Diocese are</li> <li>» Where their role fits into this and the impact they can make</li> <li>» What message they should be proclaiming</li> <li>» Planning for the future in their parishes</li> </ul>	<ul style="list-style-type: none"> <li>✓ Examples that others have done in other areas of the Diocese</li> <li>✓ Active training and parish support teams are available</li> <li>✓ Advice on safeguarding provided</li> <li>✓ Support on media and story promotion is available</li> <li>✓ Access to resource documents (website, eBulletin)</li> </ul>
<b>News outlets</b>	<ul style="list-style-type: none"> <li>» Opinions on topics from leaders of the Diocese</li> <li>» Opinions from parish clergy on topics of interest</li> <li>» Human interest stories from across the Diocese</li> </ul>	<ul style="list-style-type: none"> <li>✓ Diocese is active, growing and lively with multitude of activities and events</li> <li>✓ Diocese leaders will speak out on issues that they feel is morally right to do so</li> <li>✓ The media output is consistent in timings and quality</li> </ul>

<b>Government</b>	<ul style="list-style-type: none"> <li>» Meeting statutory obligations</li> <li>» Maintaining legal requirements</li> </ul>	<ul style="list-style-type: none"> <li>✓ Responsibilities met</li> </ul>
<b>Church leadership (treasurer, secretary, warden)</b>	<ul style="list-style-type: none"> <li>» Legal requirements for running a parish</li> <li>» Church building support</li> <li>» Youth leadership issues</li> <li>» Financial support</li> </ul>	<ul style="list-style-type: none"> <li>✓ We have the people in Church House to support on all these issues</li> <li>✓ Grant funds available for emergencies</li> <li>✓ Financial payments to the Diocese need to be consistent for a sustainable future</li> </ul>
<b>Church members (frequent)*</b>	<ul style="list-style-type: none"> <li>» When can they visit church</li> <li>» What's going on in other areas of the Diocese</li> <li>» Opportunities for learning about services and stewardship</li> </ul>	<ul style="list-style-type: none"> <li>✓ Churches are open and welcoming and an extended family</li> <li>✓ Taking a role in church life can be rewarding and a calling of all Christians</li> </ul>
<b>Church attenders (infrequent)**</b>	<ul style="list-style-type: none"> <li>» When can they visit church</li> <li>» Why should they visit church?</li> </ul>	<ul style="list-style-type: none"> <li>✓ Churches embody everyday community life and not just thriving, open and welcoming places for Baptisms, Weddings, Funerals and for the major Christian events</li> </ul>
<b>Ecumenical partners</b>	<ul style="list-style-type: none"> <li>» Actions that the Diocese is taking on national subjects</li> <li>» Opinions of the Bishop's</li> </ul>	<ul style="list-style-type: none"> <li>✓ The Diocese is keen to work with other Christian denominations across the Diocese</li> <li>✓ Joined-up working is critical to the future of the faith</li> </ul>
<b>Church schools</b>	<ul style="list-style-type: none"> <li>» Maintaining legal requirements</li> <li>» Understanding funding streams and financial implications</li> </ul>	<ul style="list-style-type: none"> <li>✓ Roll of the Diocese, help and advice</li> <li>✓ News on UK policy updates etc</li> <li>✓ Opportunities for partnership working with churches</li> </ul>
<b>Lay ministers, evangelists and readers</b>	<ul style="list-style-type: none"> <li>» Training opportunities and ongoing personal development</li> <li>» What's going on across the Diocese in terms of events</li> <li>» What the vision, aims and objectives of the Diocese are</li> </ul>	<ul style="list-style-type: none"> <li>✓ Examples that others have done in other areas of the Diocese</li> <li>✓ Active training and parish support teams are available</li> <li>✓ Advice on safeguarding provided</li> <li>✓ Support on media and story promotion is available</li> <li>✓ Access to resource documents (website, eBulletin)</li> </ul>
<b>Other funders and partners (eg Church Commissioners)</b>	<ul style="list-style-type: none"> <li>» Our major activities</li> <li>» Updated contact details</li> <li>» Submitting monitoring and reporting documents</li> </ul>	<ul style="list-style-type: none"> <li>✓ The processes and procedures of the Diocese are robust and able to meet obligations and deadlines</li> </ul>
<b>Wider general public</b>	<ul style="list-style-type: none"> <li>» What the Diocese is</li> <li>» What the Church offers</li> <li>» How the church can meet their needs, desires and motivations</li> <li>» Where they can get involved</li> </ul>	<ul style="list-style-type: none"> <li>✓ Churches are thriving, open and welcoming places for Baptisms, Weddings, Funerals.</li> <li>✓ It is open all year round and welcoming for the major festivals: Easter, Mothering Sunday, Pentecost, Harvest Festival, Christmas</li> </ul>

\* Attending regular services and church events on a weekly basis.

\*\* Attends services and church events a few times a year, most likely at major Christian holidays.