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# **Advonet consortium: Our communications plan**

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**[www.advonet.org.uk](http://www.advonet.org.uk)**

# Introduction

Advonet is leading a new consortium to provide advocacy services and support in Leeds, working with partners Touchstone, Age UK Leeds and SignHealth.

The focus for the new service will be on making sure we continue to provide even stronger statutory advocacy services to those that need it as well as working in co-production to better address the needs of people that need community advocacy. We will develop the new Leeds Advocacy Network to support other services delivering community advocacy both formally and informally.

Our aims are.

- Letting people across the city know what the Advonet Consortium does and how it can help them
- Simplifying what advocacy is and what it is not
- Engaging with grassroots services to grow the Leeds Advocacy Network to identify gaps in advocacy and to explore how we can work together to widen access to advocacy support

## Audiences

People who need to know about our new service:

- Advonet staff, volunteers and service users
- Partners in the consortium
- Statutory partners: commissioners, health and social care staff
- Other partners/charities in Leeds delivering advocacy
- Clients and their carers/supporters
- Influencers (e.g. local councillors, local media)

# Our communication goals



This communications plan aims to promote the Advonet Consortium and Advonet as the trusted and leading authority to deliver advocacy across Leeds.

Using a range of media, we will keep communications regular. We aim to reinforce the key messages about the Advonet Consortium. Change can be hard to keep up with, but we hope to keep you updated and informed in a clear, engaging way.

Our key objectives are:

- To promote the Advonet Consortium's expertise in provision of advocacy support and services in Leeds
- To help all Advonet staff and volunteers to understand service changes and key messages
- To explain how we will aim to provide the right amount of advocacy in order to reach more people and empower individuals and groups to self-advocate
- To strengthen the reputation of the consortium and of Advonet
- To grow the Leeds Advocacy Network by promoting Advonet and the Advonet Consortium as the partner of choice
- To show the positive impact of how the consortium works with smaller organisations within the network
- To show how the service supports and helps different communities
- To communicate the impact of advocacy services and support – particularly by focusing on the experience and positive outcomes of service users

# Key activities



As part of our communications plan, the consortium will be making a few changes. Here are some of the key activities:

- Putting together a new, monthly online newsletter on MailChimp
- Producing print newsletters quarterly, including accessible versions
- Producing regular blog posts and news items on the Advonet website
- Setting up a new Twitter account for volunteering with Advonet and exploring wider social media use
- Exploring any barriers in communication with organisations/people who may use the service and how we can improve accessibility
- Updating our publicity material - leaflets, flyers, business cards - to make them more accessible, based on service users' feedback
- Publishing news items and expert articles in other organisations' newsletters and on their websites
- Holding an information event in July 2018 to launch the new advocacy consortium
- Creating a new short description card that explains what Advonet does
- A roadshow of events in community hubs across Leeds to let people know about what the consortium does
- Updating the Advonet website to make sure it is up to date and as accessible as possible.



# How we will do each activity



- **Email newsletter:** Each one will feature news from the consortium and partners. They will be sent on a set date each month and link to further information
- **Print newsletter:** This will have longer articles, including an opinion piece from an advocate. It will also have news items from across the consortium
- **News/blog posts on the Advonet website:** These will be done by various members of staff from the consortium's partners on a regular basis
- **New volunteering communications plan:** Initially setting up a volunteers Twitter account, run by the Volunteer/Peer Manager and Volunteer Coordinators
- **Consulting with groups to make our communications/ publicity material more accessible:** ongoing but starting with an initial testing group
- **Publishing news items/expert articles:** These will be done later in the year across various relevant websites
- **Holding a free information event in July 2018:** to engage local communities/services
- **Creating a new Advonet Quick Information/business card:** This will have a contact details and a summary of who we are and what we do
- **A roadshow of events in community hubs across Leeds:** These will take place in October and November. They will be run by our advocates
- **Updating the Advonet website:** This will be ongoing and will be led by our Communications and Network Officer, with input from staff/volunteers/partners
- **Leeds Advocacy Network event:** A follow up to last year's *Strengthening the City* event to plan action in how we can work together: September 2018

# Our events



## **Advocacy consortium launch event**

- **Wednesday 18th July—10am-12:30pm**
- **Ramgarhia Sikh Centre, Roundhay Road**

An event to launch and provide information about the new advocacy consortium, led by Advonet and including Touchstone, SignHealth and Age UK Leeds.

## **Leeds Advocacy Network : planning event**

- **Wednesday 19th September**
- **Time and venue TBC**

An event to re-launch the new Leeds Advocacy Network and explore next steps to develop a city wide advocacy plan.

## **Advocacy pop-ups and outreach**

- **Held in the autumn**
- **Venues TBC**

Our advocates will be running pop-up and outreach events to provide information on Advonet and advocacy support across Leeds.



**If you would like more information, please contact:**

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# Thank you!

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