

Communication Strategy March 2021

Goal: St Luke's Church, West Holloway is committed to communications that are widely accessible, accurate, transparent and receptive.

The **purpose** of these communications are to:

1. Provide information about and access to public worship and Christian services, to which all are actively welcomed
2. Express the Church's vision, goals, ethos and values
3. Provide information about Church life, actions and service to others and the practical administration of these activities
4. Provide information for those who use and hire the Church premises
5. Facilitate encouragement, support and social connection for those who seek it through St. Luke's Church.

Communications **strategy** is:

- To guide, support and protect those who take responsibility for internal and external communications. In all instances, the individuals with responsibility for communications are accountable to the Vicar and the Church Wardens.
- To support the integrity and style of the Church's 'brand' (vision, goals, ethos, values)
- To maximise the effectiveness of communication by awareness and use of high quality and 'best practice' in each communication platform/channel/modality
- To work at being inclusive in our communications
- To use an Action Plan to execute the Communications Strategy.

The **target audiences** or potential audiences for communications are:

1. Church members - near and far. A member is self-defined. The electoral roll is the register of those qualified to attend and to vote at the Annual Parochial Church Meeting; church members are multi- generational.
2. Those who use the building (for any activity outside public worship)
3. Parish, Diocese and local community
4. Other Church and faith communities.

This strategy is to build on our engagement with these audiences in the past, but we also recognise that we want to improve on our communication. Below are some examples of ***"Building the Kingdom of God in our little bit of London and in the communities where we live..."*** . The St Luke's community has:

Given money to:

Centre 404 - supporting people and families with learning disabilities in North London

Copenhagen Youth Project - a youth led space for disadvantage young people where they can learn, develop and build towards a brighter future.

Islington Giving - running the Crisis Fund and distributing funds locally to charities working with people most affected by the virus.

The Islington Centre for Refugees - working to create a strong, positive, community for people who have been displaced from their countries of origin.

Women at the Well - supporting women whose lives are affected by prostitution

Citizen's UK – organising communities to act together for power, social justice and the common good.

Donated nearly 200kgs of food to Islington Food banks. (2014)

Provided 180 beds on a Saturday night over 12 weeks in winter for those in need of shelter and food, with support from more than 120 volunteers, including people from outside the immediate St Luke's community. (1999)

Sung for residents at Lennox House with 3-20 volunteer singers including people from Vox Holloway. (2012)

Tended the St Luke's Garden with a team of 6 committed gardeners plus others dropping in, including people from outside the immediate St Luke's Community. (2015)

Hosted members of Vox Holloway community choir for their rehearsals each Tuesday and three concerts a year. (2009. Raised in excess of £100,000 for various charities since it was founded)

Served on the governing bodies of St Mary Magdalene Academy (2007 and prior to that the pre-existing primary school governing body, as well as setting up and leading the successful campaign for a Church of England Secondary School in Islington. 6 Governors, 4 employees)

Campaigned in support of and to improve the Community Plan for Holloway and individual participating (2018)

Entertained more than 100 people from the local community with 30 performers at the annual Speakeasy and raised a cool £1000 even though it's a not a fundraiser (2009)

Created a space for spoken word artists and musicians to share their work at Lyrical and Spoken Word. (2016)

Volunteered for local charity Help On Your Doorstep in March/ April at the peak of the pandemic with around 12 people calling lonely and isolated people in our local community. (2020)

Welcomed London associates and members of the Iona Community for their quarterly meetings (2010) and Christian Climate Action at the time of the XR eco actions in London. (2019)

Swapped clothes and had a laugh with friends and strangers all the while raising money for Women at the Well (as above) and Raising Voices, working in Uganda to prevent violence against women and children. (2014)