

Lionel Road Liaison Group

Communications

July 2008

Introduction

This report provides an outline of how local communications and consultation work, led by Steve Lancashire at Four Communications, will be pursued over the coming months. It is based on the points made at the last meeting and meetings and discussions with Liaison Group members and others. I hope the contents will encourage discussion and further specific suggestions of activities at the 14 July meeting. As we have already discussed and is reflected in the terms of reference of the Group, you have a coordinating/overseeing role and these meetings need to be supplemented with other activities. The sections below are divided between activities that involve direct contact with people and activities that use the local media and other written and electronic contact.

Summer Events

The Project has arranged to share a stall with the Football Club at the following

- Chiswick Fair, 5 July
- Local Strategic Partnership event, 10 July
- St Margaret's Fair, 12 July
- Kew Fair, 6 September
- Brentford Festival, Boston Manor Park, 7 September

I am waiting for information on other estate-based, church or area events that might be appropriate to attend. We have also identified Barnes Fair (12 July), Great Brentford Picnic (6 August)

The prime purpose of being at these events is to introduce people to the scheme and offer them the opportunity of leaving their contact details to be kept informed of progress. We have produced a small 4 page brochure and a contact details form and copies of these will be available at the meeting. Members will have the opportunity to take some away if they can think of suitable places to leave them, e.g. local libraries, churches, surgeries.

Workshop activities

The plan is to run a number of workshop type activities (probably about 2 hours long) in small groups (c.6 – 10 in each group although the event could involve more than this) that introduces the Project to the group and then seeks their views in an interactive way. We aim to do this with the following groups

- Teenagers
- Primary and secondary school students
- People with disabilities
- Older people

This type of event could also be done on an estate or neighbourhood area if there was interest.

It may be that some of the local groups approached will not want something like this but may offer a slot/item (c.20 minutes) at one of their regular meetings. This would be accepted but be more of a presentation followed by questions/discussion than an interactive workshop.

As a result of a positive meeting with Jo Emmerson and Chris Garrett at the club's Learning Zone it is planned to get children to design a spread in 'Buzz' – the children's newspaper which will be prepared by them in the first half of August and then distributed to c. 20,000 children and their families. Also, sessions with students at the Pupil Referral Unit, young footballers doing their sports diploma, the Youth Parliament are being explored and a Saturday pre-match consultation (probably on 1 November) will be arranged. We also discussed using some teenagers to do some video work.

The opportunity will be given to participants to provide their contact details to be kept informed of progress.

Mailing list

A contact list of interested individuals will be compiled on the basis of those completing the forms referred to above and registering an interest. These individuals will be provided with newsletters, either electronically or in the post.

Websites

The website for the project – www.brentfordstadium.com – has been set up and will go live soon. The most recent booklet (March 2008), A5 brochure, notes and other papers - including presentations – from Liaison Group meetings, are being put on the site along with information linking the site to other relevant sites – Brentford FC, Bees United, Barratt Homes. Depending on interest and viability this may have an interactive page.

Tw8 website was mentioned at the last meeting. It is www.BrentfordTW8.com and is part of a family of community websites run by a company called Neighbour Net Limited. It may be that we should also link with ChiswickW4 and EalingToday that are part of the family. Its listing of local organisations is useful and being reviewed.

Hounslow Matters online – we are considering how to best use this site which has the Council magazine (see below) material on it.

Newsletters

The intention is to produce a 4 page A4 Newsletter on a quarterly basis – in September, December, March.

Other media

- Hounslow Matters: It is planned to take a half or full page in the next 6 issues of the monthly Council Newsletter, starting with September or October given the copy and deadline dates, which are 6 weeks apart (e.g. the magazine published on 1 September has a copy date of 25 July). Some thought will be given about what is provided given the length between copy and publication dates.

- Local weeklies – free or paid: The key ones listed below are either run by the Newsquest Media Group, who recently acquired the Dimbleby Group titles, and Trinity Mirror Group. The titles that seem most relevant are
 - ◆ Richmond and Twickenham Times
 - ◆ The Chiswick
 - ◆ Hounslow and Brentford Times
 - ◆ Hounslow Guardian
 - ◆ Richmond Guardian
 - ◆ Hounslow and Isleworth and Brentford Informer

Conclusion

As stated at the outset this is a discussion paper and any suggestions about developing the communications strategy and activities and outlets to use would be very welcome given members' local experience.