



Recommendations for Improving Communication at the New Horizon Centre



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This document was written as a guide to assist in the building of a communication strategy for the New Horizon Centre. It was written specifically for use by the New Horizon Centre and uses terminology and references ideas already known by the staff of the NHC. Although these ideas may seem very general, they are intended solely for the NHC. Should someone outside of the NHC wish to read this document, it is suggested that they reference the documents entitled “A Communication Strategy for the New Horizon Centre” and “New Horizon Centre Communication Strategy Data Document” to gain a better understanding of the concepts and data that will not be addressed here.

This document gives recommended ideas that the group feels would improve communication with the community, as well as suggested methods of implementing these ideas. These ideas were derived from the research and experimentation done by the group during the 14 week project with the New Horizon Centre. The implementation process is not limited to the ideas suggested in this document; rather, these ideas are a guide for the New Horizon Centre to consider.

Mailing List

What is this?

A mailing list is a list of names and contact information for people that have been associated with an organization. This is used when sending out important information to the community.

Why should this idea be used?

This is an easy way to keep the community informed about what is happening with the New Horizon Centre. Whenever there is an important event coming up, or the New Horizon Centre develops something they wish to share with the community, they can very easily send it out by using the mailing list.

How could this idea be implemented?

The group has already formulated a mailing list for the New Horizon Centre. As new participants and volunteers come into the New Horizon Centre, their information should be added to this mailing list. This will allow the NHC to have an updated list at

all times, allowing for information to reach the maximum number of people possible. The mailing list has been formatted into a Microsoft Word document, a program that the NHC owns a copy of, so it will be rather easy to add names to the list.

What are the resources needed?

The mailing list will require one person to complete. This person can be a regular member of the staff, such as Naomi Martin, Andy Hodge, Rebekah Knight, or Jennifer Bisnouth. It should take approximately one hour per week, but this number could fluctuate depending on the number of new people per week. It will not require any increased funding because the person is already on staff, and the mailing list is done on a computer.

Newsletter

What is this?

A newsletter is a form of advertisement that can be sent out to members of the community. It is used to inform people of what is currently happening and what is coming up soon. It should have a “success story” of some sort on there. This will show members of the community a concrete example of how the NHC can help somebody. It is a good way to warm people up to the organization as well. There should be a list of upcoming events, which will allow the community to plan their schedules ahead if they wish to attend. New Horizon Centre contact information and directions should be included on the front of the page as well. An example of a newsletter can be seen in Figure 1.

What are the resources needed?

The newsletter will require one member of staff to complete. Once again it can be somebody that already works at the New Horizon Centre, such as, Naomi Martin, Andy Hodge, Rebekah Knight, or Jennifer Bisnouth. This person should update the newsletter seasonally. It is recommended to be done in January, April, July, and October. This person should dedicate approximately one day person season to complete the leaflets. This will not increase costs because the person in charge of this will already be on staff. After the newsletter is updated, it should be printed out and then photocopies should be made for each person on the mailing list. The cost of printing paper and a limited amount of ink are the only costs here. Photocopying will be much cheaper than printing out each one in color. Newsletters should then be mailed to each person on the list, so postage costs will be required as well. Although it may be expensive to mail a newsletter to every person on the list, it is beneficial to the New Horizon Centre to do so. The more information people know about the NHC, the more apt they are of coming back.

Updating the Website

What is this?

The organization currently has a website (www.commonside.net). It contains information about the organization, employees, as well as some events. There are many things that should be changed within the website. Currently, the website says Commonside Community Development Trust on it. In light of the merger, it should be change to incorporate the Community Centre as well as the new name, the New Horizon Centre. Possible names would be:

1. Commonside Community Centre at the New Horizon Centre
2. Commonside and the Community Centre at the New Horizon Centre
3. Commonside Community Development Trust and Pollards Hill Community Centre at the New Horizon Centre
4. The New Horizon Centre: Commonside and the Community Centre

All of these names incorporate all three names into one general title.

Another change that should be made to the website is more detail. There is a list of events, but no explanation of the event. When the link is clicked, it brings up a page

that says, “For more information please contact the Community Centre on the number listed below”. Some people may not want to take the time to call the number to find out exactly what the event is.

Why should this idea be used?

Updating the website is crucial for the New Horizon Centre. With the merger, it is essential that the website is change to reflect the new name. It will be very confusing to people to see the website reflect the name Commonsides Community Development Trust, but then the building say the New Horizon Centre, and host both Commonsides and the Community Centre. Changing the name on the website will help reduce confusion about the name. Also changing the color scheme to match that of the New Horizon Centre, rather than Commonsides is necessary.

Updating the list of events to contain an explanation would make it easier for someone to understand what the event is. This will allow for information about the New Horizon Centre to be passed quickly and easily to people that may be interested.

After the initial change of the name and adding explanations to the events, it will be extremely quick and easy to update the website weekly.

How could this idea be implemented?

This idea could be implemented in a number of different ways:

1. Hire an expert to come in and update the website
2. Have a current employee be responsible for updating the website
3. Find a volunteer to update the website
4. Locate a local student group that would be willing and have the ability to update the website.

What are the resources needed?

This idea may be costly because updating the website may require a new employee to be hired. From research into the current employees, it was found that none know how to properly maintain the site. Therefore, someone with knowledge on website design and website maintenance would be needed. This person could be hired on a part

time basis. They would be needed to come in and do the initial update (changing the name, changing the color scheme, adding descriptions to events, etc). This would take approximately one week of work. After this, the person would only be needed once a week to do the weekly updates.

Another alternative to hiring a new employee would be to have a member of staff take a training class on website maintenance and design. This may be expensive, but is another feasible option.

Leaflets

What is this?

A leaflet is an informative form of advertisement. The leaflet should contain the name of the organization, contact information, directions to the building, and a map of the area on the front cover. The back should be used for advertisements for upcoming events, or specific programs. The inside should display a list of weekly events. An example of a leaflet can be found in Figure 2 and Figure 3.



Figure 2: Outside of Leaflet

PROGRAMME OF ACTIVITIES		
Every Morning Tea and coffee available in the lounge 10 am – 11 am		
MONDAY MORNING	MINI MARKET Tea bar open for snacks and beverages SUNSHINE PLAY GROUP **E.S.O.L. WITH ENGLISH BUDS- DEBTOR ADVICE SERVICE (Grants Solicitors)	8.00am - 12.30pm CC 8.30am - 12.00pm CC 9.15am - 11.15am CC 9.30am - 11.30am C1 10.00am - 2.00pm CC
AFTERNOON	50+ KEEP FIT LEA DANCE	1.30pm - 2.30pm CC 2.00pm - 4.00pm UL
EVENING	KARATE Juniors Seniors PILATES: 1 st Session 2 nd Session BALLROOM DANCING	6.30pm - 7.30pm CC 7.30pm - 8.30pm CC 6.00pm - 7.00pm CC 7.00pm - 8.00pm UL 8.00pm - 10.00pm CC
TUESDAY MORNING	ROUNDABOUT - All welcome (Carers & tots group) **E.S.O.L. REAL BEGINNER - ES02F COOK, CHAT & EAT GROUP	9.30am - 11.15am CC 9.30am - 11.45am CT 11.30pm - 1.30pm CC
AFTERNOON	EVERYWOMAN'S CLUB TABLE TENNIS BLUE CROSS NETS	2.00pm - 4.00pm CC 2.00pm - 4.00pm UL 2.30pm - 4.00pm CC
EVENING	DANCEDMAS YUGA CHRIST'S AMBASSADORS AVALON THEATRE COMPANY THEWAY CHRISTIAN FELLOWSHIP	5.45pm - 7.15pm CC 6.00pm - 7.15pm UL 7.30pm - 9.00pm CC 8.00pm - 10.00pm CC 8.00pm - 9.30pm CC
WEDNESDAY MORNING	BUSY BUDDIES - All welcome (Carers & tots group) **E.S.O.L. WITH ENGLISH - BMD0F **E.S.O.L. REAL BEGINNER - ES02F CRAFT MORNUNG **E.S.O.L. ENTRY 1b - ES10F	9.30am - 11.30am CC 9.30am - 11.30am CC 9.30am - 11.45am CT 10.30am - 12.00pm UL 12.45pm - 3.00pm CT
AFTERNOON	WHIST CLUB BABY TALK For young mums and nuns to be under 25 years old	2.00pm - 4.00pm CC 3.00pm - 6.00pm UL
EVENING	KARATE CRAFT GROUP A.L.K.S. CHURCH MANUEL CHARISMATIC CHURCH REDEEMED CHRISTIAN CHURCH OF GOD AEROBICS CHASE THEATRE CU	AS MONDAY CC 6.30pm - 8.00pm CC 6.30pm - 8.30pm UL 7.30pm - 9.00pm CT 7.30pm - 8.30pm CC 7.00pm - 8.00pm CC 8.30pm - 10.30pm UL
THURSDAY MORNING	CITIZENS ADVICE BUREAU (C.A.B.) Ring 0208 764 5157 for an appointment	10.00am - 1.00pm CC
AFI EVENING	**E.S.O.L. - ENTRY 1b - ES10F FRIENDSHIP CLUB LINEDANCING	12.45pm - 3.00pm U1 2.00pm - 4.00pm CC 2.00pm - 3.30pm CC
EVENING	SUZANNE'S SCHOOL OF DANCING WELSH RIVALCHANS PUBLIC BINGO (Doors open 7.00pm) TABLE TENNIS CLUB AVALON THEATRE COMPANY	3.45pm - 8.45pm CC 7.00pm - 8.30pm UL 8.00pm - 10.30pm CT 8.00pm - 10.30pm CC 8.30pm - 10.30pm CC
FRIDAY MORNING	MINI MARKET Tea bar open for snacks and beverages	8.00am - 12.30pm CC 8.30am - 12.00pm CC
AFTERNOON	Friday Prayers - UGANDAN MUSLIMS BROUZE CLUB DORIS HOLF ORD STAGE SCHOOL	1.00pm - 3.00pm CC 2.00pm - 4.00pm UL 4.30pm - 8.45pm CC
EVENING	FRIENDLY TIES CLUB Redeemed Christian Church of God (thema)	7.00pm - 11.00pm CC 7.30pm - 9.30pm UL
SATURDAY MORNING	KARATE	10.30am - 11.30pm CC
SUNDAY MORNING	THEWAY CHRISTIAN FELLOWSHIP CHRISTIAN LIFESTYLE MINISTRIES	10.30am - 12.00pm CC 11.00am - 1.00pm CT
AFTERNOON	A.I.R.S. CHURCH Key to Life Ministries	2.00pm - 6.30pm CC
**Merion Adult Education. Classes - Ring 020 8543 9292 for further information.		
EVERY DAY	Headresser The Salon at New Horizon Centre Open Monday - Saturday Telephone Maria on 020 8765 7917	
<p style="text-align: center;">COMMUNISIDE PRESENTS POLLARDS HILL COMMUNITY CENTRE (C.C.) CONTACT MEMBERS OFFICER OF LEAFLET</p> <p style="text-align: center;">HALLS AVAILABLE FOR HIRE ON A SATURDAY UNTIL 11.00PM</p> <p style="text-align: center;">HALLS ALSO AVAILABLE FOR HIRE DURING WEEKDAYS AND EVENINGS FOR ACTIVITIES OR MEETINGS</p>		
LUNCH CLUB for Older People at CT - 12.00 - 2.00 pm - Monday - Friday. For information on becoming a member please ring 020 8679 0305		

Figure 3: Inside of Leaflet

Why should this be used?

Leaflets are a very easy way to keep the community informed. It is simple to update because the New Horizon Centre already has a leaflet template in place. It is also inexpensive because the only cost is printing or copying the leaflet. The group found the leaflets were relatively successful in the short amount of time they were used.

How could this be implemented?

Leaflets are already in place, and should be continued to be used. There is already a template, so it should be updated and distributed on a regular basis: weekly, bi-weekly, or monthly. The leaflet should be handed out to anybody that comes into the building. They should be presented on the information table at both entrances into the New Horizon Centre building. They could also be posted in places around the community, such as the post office and library.

What are the resources needed?

Leaflets will require one member of staff to complete. Once again it can be somebody that already works at the New Horizon Centre, such as, Naomi Martin, Andy Hodge, Rebekah Knight, or Jennifer Bisnouth. This person should update the leaflet seasonally. It is recommended to be done in January, April, July, and October. This person should dedicate approximately one day person season to complete the leaflets. This will not increase costs because the person in charge of this will already be on staff. After the leaflet is updated, it should be printed out and then photocopies should be made. The only added cost for leaflets is printing paper and a small amount of ink.

Community Events

What is this?

A community event is something that could be held at the New Horizon Centre to bring people into the organization. The Large Event that the group held is a good example of a community event. Volunteers, employees, and members of the community came together at the New Horizon Centre and were able to communicate with each other about the local community as well as events held at the NHC. This is a positive thing for the NHC because it is good exposure to the public.

Why should this be used?

Holding community events are a good way to get everybody involved. People can see first hand what is going on at the New Horizon Centre. It is also a good way to get feedback and suggestions from community members. Passing out a simple survey or questionnaire can lead to a lot of information being gathered.

How could this idea be implemented?

A community event can be relatively expensive, so it is only recommended to host them quarterly. It could be a good idea to host them in conjunction with the quarterly newsletter. The newsletter could be used as an invitation for the event. Other invitations could be sent out to people that the NHC feels should be in attendance. Three

different invitations have been created for the group's Large Event and can be seen in Figure 4, Figure 5, and Figure 6.

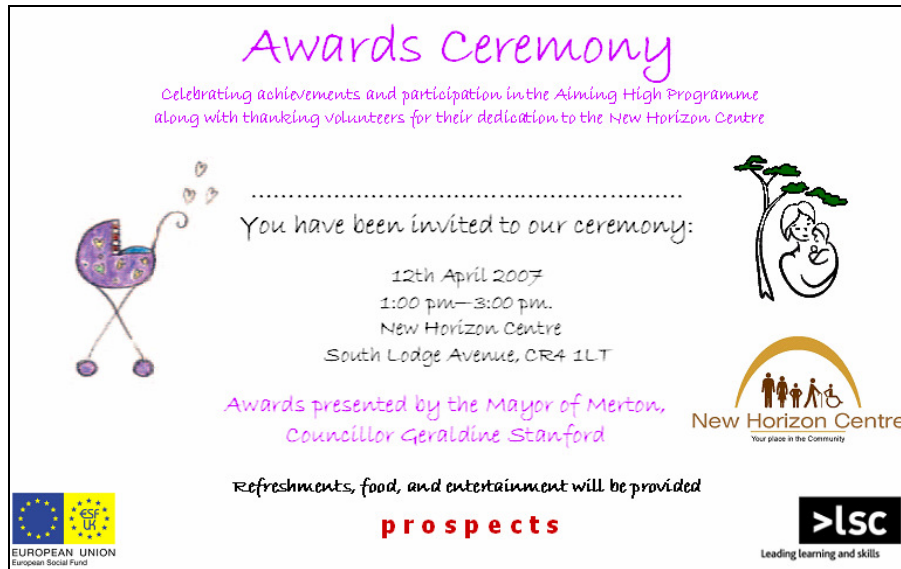


Figure 4: Invitation 1



Figure 5: Invitation 2

Come Join Us!

**In celebrating achievements and participation in the
Aiming High Programme along with thanking
volunteers for their dedication to the New Horizon
Centre**

**12th April 2007
1:00 pm—3:00 pm.
New Horizon Centre
South Lodge Avenue, CR4 1LT**





**Awards presented by the Mayor of Merton,
Councillor Geraldine Stanford!**

Buses:
The 152, 60, 255 stop
outside our building

Performances by: _____ and a student
singing group

From:
Mitcham 118, 152
Norbury 255
Streatham or Croydon 60
Hackbridge 127 to Mitcham
Wallington 463

Refreshments and food will be provided

prospect s




Figure 6: Invitation 3

What are the resources needed?

Hosting a community event requires a lot of time and planning. This should be the responsibility of about 5 people. It will take about three weeks to plan the event. All of the planning can be done by members of staff and volunteers. The only major costs are food (approximately £700 at the Aiming High award ceremony), an entertainer (approximately £200 at the Aiming High award ceremony), and the cost of postage for invitations. This seems like a significant amount of money, but it is well worth it. It gives the community a chance to see what is happening at the New Horizon Centre.

Media Trust Training Programs

What is this?

The media trust is an organization in London that hosts training seminars and workshops for nonprofit organizations. They provide numerous different sessions, all relating to different aspects of communication. These events are held from April to July 2007.

Why should this idea be used?

The group attended the Media Trust Communications Award ceremony and realized what a great opportunity this would be for Naomi Martin to attend. All of the award winners gave special thanks and praise to the training seminars and workshops for improving their communication. The group believes that attending at least one of these seminars would provide the New Horizon Centre with a larger knowledge of how to properly communicate to the community.

How could this be implemented?

Attached to this document is a form that can be filled out and mailed to the address on the back of it. It is a very easy and not very expensive process; most of the seminars/workshops are approximately £100.

What are the resources necessary?

Most training seminars/ workshops are approximately £100 and that would be the only resource needed to attend.

Communications Award

The group feels strongly about the New Horizon Centre's ability to be nominated for and win a Communication Award at the 2008 Media Trust Award Ceremony. There are four awards:

1. Most Improved Planning and Organisation of Communications Activities
2. Most Improved Media Coverage

3. Most Improved Promotional Literature

4. Best Overall Entry

The NHC has potential to win any one of these awards next year. There has already been an improvement in each of the categories (**Award 1-** Aiming High Ceremony, **Award 2-** MyMerton article and Merton Guardia Article, **Award 3-** Newsletter, Leaflet, Invitations, and **Award 4-** the fact that there is vast improvement in all categories may win the best overall award). If the NHC takes all of the previous recommendations and implements them to the best of their ability, then there is a very strong possibility of being recognized next year with an award from the Media Trust.