

Charity Number: 1134595

Jesus said, "I appointed you to go and bear fruit, fruit that will last." John 15.16

We seek to make Jesus known in our community, through our joyful, loving service and worship

Parish Review 2018 – Communications

Sub-group: Mr. Brendan Hurley, Chair; Mrs. Marilyn Couper; Mrs. Kath Morris; Mrs. Vicki Thornley, Mr. Sam Walmsley

Key Findings from Parish Survey

Question 41: Which communication method do you commonly use to access parish information?

Pew Sheet	89%
Outlook	77%
Website	30%
Leaflets/Flyers	16%
Twitter	11%
Parish Office	8%

Question 42: Do you prefer to receive information electronically or in printed form?

Printed	42%
Electronic	16%
Both	42%

Question 43: Would you be interested in other social media outlets being explored?

Yes	29%
No	47%
Maybe	24%

Question 44: How often do you access the parish website?

Daily	0%
Weekly	10%
Monthly	7%
Occasionally	82%

Question 45: Broughton Outlook is interesting and informative.

Positive responses – 72

Question 46: Magazine Information is accurate

Yes	98%
No	2%

Question 47: Website information is easy to access

Yes	86%
No	14%

Comments:

- Maybe/Not always
- More user-friendly website needed
- Need new photos (choir)
- Complicated for non-internet user
- Clunky and clumsy – too many *clicks*
- Needs constant updates

Question 48: Website information is accurate and up-to-date.

Yes 78%
No 22%

Comments:

- Many 'neutral', 'unsure', 'no idea', 'never seen it'
- GDPR – permission for photographs to be used?
- Pockets of obsolete information

Questions 49: Links within the website take me to the information I'm looking for.

Yes 88%
No 18%

Question 50: What additional features or information would you like to see in Outlook?

Comments:

- More features from parish organisations
- Children's section
- Problem page
- More lay people's/parishioners' comments
- Spotlight of members of the congregation – hobbies, skills etc + photo
- Parishioner contributions – news and views
- More articles on parish life
- More variety
- Monthly letter from primary heads
- Less of Bowling and more articles – not a Bowling magazine
- Parishioners' letter page
- PCC membership listed
- More modern look and wider outlook
- More coverage of parish organisations and more active in contributing
- Prayer/verse for readers to contemplate
- More balanced reflection of parish life
- More small and chatty items
- More information on music/anthems at services + what will feature at future services
- More local area info
- What's on at parish hall
- Blog about each group – to extend membership/understanding
- Prayer(s) for the month
- Term dates for Jigsaw/Messy Church. Church updates/previous events

- Currently all scout/choir news. Used to have an interesting magazine. Copies from 1970s provided more general, community news. Current Outlook read in a few minutes and definitely not worth the cost. Let's have something which interests all ages with local news etc
- Root and branch review needed – who cares who the Brownie leader is? PCC member details and other standing info on website. Tie format to aims and objectives.

While on closer analysis, there are some variations in responses to particular questions (41, 42, 43, 44) dependent on age group especially, these are not particularly significant. The *trend* within these questions and indeed all the questions, remains constant and should enable us to make specific recommendations.

Key Recommendations

Broughton Outlook

- In order to increase the variety of articles included in the magazine, parish organisations will be contacted directly and asked to consider submitting articles/updates on a regular basis
- Creation of a Children's page
- Contributions from young people within the parish – either individually or through parish organisations.
- The Parish Council be approached with regard to its making a regular contribution about local matters/developments
- Consideration be given to producing a more *professional*, visually attractive magazine, perhaps issued quarterly rather than monthly. This would necessitate the involvement/ employment of a graphic designer or team. It would further mean considerable changes to the content of the magazine, especially the parish information currently included. There may also be an impact on current advertising as clearly this would be less frequently featured
- The parish schools make regular contributions
- There is a monthly letter from the vicar
- More information about PCC membership and its deliberations, including pen portraits of members and abridged minutes of meetings

Many of these recommendations are dependent on groups/individuals being prepared to make the contributions suggested.

Parish Website

The survey would suggest that the parish is not yet ready for all information to be transmitted electronically through email or via the website for example. People would still like factual information available in both written and electronic form. However the website will, over time, become the main resource for parishioners.

- The website be overhauled and updated to make it more attractive, make access easier and ensure links within it are less 'clunky'
- A group be established to carry out this process and to 'maintain' website content
- Over time factual information, currently available in *Outlook*, be transferred to the website so freeing up space within the magazine for articles/features

Social Media

There is some interest in social media being used to promote parish affairs especially and not surprisingly among younger age groups.

- *Twitter* is already used and parishioners' increased involvement could be encouraged
- A specific *Parish App* be created which can be accessed for current information as well as containing links to parish organisations/events
- The currently dormant parish Facebook account be resurrected

Publicity and Information

- More rigorous outreach communication with new housing developments, using the material already produced
- More extensive publicity of parish events and services through notices/flyers in local shops and through features in local press/magazines
- Noticeboards at St Martin's and St Peter's be renovated and kept up-to-date
- A noticeboard be erected outside the porch at St John's which provides information when church is closed

Brendan Hurley, Chair, Communications Sub-Group