

Physical Investment Programme - Communications overview

Sept/Oct 2017 – communications round-up

Website - physical investment programme information can be found at belfastcity.gov.uk/investment

Information within this section falls into four main areas:

1. Details of projects that fall within our [capital programme](#)
2. Details of projects that fall under our [Local Investment Fund](#)
3. Details of projects that fall under our [Belfast Investment Fund](#)
4. Details of [project delivery partnerships](#) with behalf of the Urban Villages Initiative, Building Successful Communities and the Social Investment Fund.

Web pages are updated to reflect individual project delivery stages as required.

All additional communication channels (City Matters magazine, media releases, social media posts, leaflets, banners etc) direct people to the website for more information.

Communications overview for September 2017

External coverage around physical investment was channelled towards two main areas in September:

1. The official opening of Connswater Community Greenway – *for the event communications was managed by BCC, in partnership with EastSide/CCG*
2. Numerous LIF project launches – *as set out within LIF funding agreements, funding recipients lead communications activities on their individual projects and council feed into their media releases and use relevant council channels (website, social media, City Matters) to strengthen this activity.*

Connswater Community Greenway



The official opening took place on Thursday 14 September and there were 10 days of free fun events in the run up to this date. Deputy Lord Mayor represented council at the official opening which was also attended by the UK Chair of the Big Lottery Fund, Peter Ainsworth.

Communications activity around this event:

Media releases	Issue date
Community celebrates greenway ahead of official opening	Sept 7th
Human Jigsaw highlights community in the Connswater Greenway	Sept 14th
Twitter	
10 days of events	Sept 7th
Link to BCC produced events guide	Sept 7th
Link to BCC website events page	Sept 11th
Info on cycle event (part of opening celebrations)	Sept 12th
Info on dance event (part of opening celebrations)	Sept 13 th
Launch day celebrations	Sept 14 th
Images of launch day	Sept 14 th
Teddy Bear's picnic event (part of opening celebrations)	Sept 14 th
Storytelling event (part of opening celebrations)	Sept 15 th
Facebook	
Information on launch and 10 days of free events	Sept 7th
Link to BCC website events page	Sept 11th
Launch event pics and info	Sept 14 th

Coverage for CCG:

Title	Coverage	Date
Newsletter	Cover, article and photos	15th
Belfast Telegraph	Article and photos	15th
Daily Mirror	Article and photos	15th
Online		
Belfast Live	10 days of free events to celebrate opening of Connswater ...	7 th
Newsletter	Greenway is a key project in the renewal of Belfast	14th

LIF communications

There were a number of LIF projects that received coverage during September:

- Official opening of Palmerston Memory Garden
- Official opening of St Paul's Amateur Boxing Club
- Official opening of Cavehill Bowling and Tennis Club
- Official opening of Solas
- Official opening of Gort Na Mona 3G pitch

As set out within LIF funding agreements, funding recipients lead communications activities on their individual projects and council feed into their media releases and use relevant council channels (website, social media, City Matters) to strengthen this activity.

Communications activity around each of these projects:

Palmerston Memory Garden



£36K towards this dementia friendly garden in the east of the city.

Media release	Issue date
Unique Magical Memory Garden opens in east Belfast	Sept 6th
Twitter	
Highlighting our support of this project	Sept 5th
Media coverage	
Radio coverage on BBC Evening Extra and Downtown	Sept 5 th
TV – BBC NI Newline	Sept 5 th
TV – North Visions	Sept 8 th
Belfast Telegraph	Sept 5 th
Eastside advertiser	Sept edition
Lisburn Advertiser	Oct 9 th
Online – BBC News and Belfast Telegraph	

St Paul’s Amateur Boxing Club and Cavehill bowling and tennis club completions

£25k funding to St Paul’s and £100k towards Cavehill’s facilities

Belfast City Council added 2 new photos. September 22 at 9:00am

We're delighted to have supported Cavehill Tennis Club and St Pauls Antrim A.B.C through funding via our Local Investment Fund and join in their recent celebrations of the completed projects work on the club and new gym!

For more information on our Local Investment Fund and the projects we have supported, visit <http://www.belfastcity.gov.uk/.../ph.../investmentfundlocal.aspx>


Like Comment Share

Information on BCC’s Facebook page.

Fourth highest post of the week for reach (4,000) and engagement (156).

Solas

£100k funding to this new facility

	<p>Facebook (Sept 28th)</p> <p>Information on funding and photos of new facility</p> <p>Second highest post of the week in terms of reach (10.3K) and engagement (902)</p> <p>Media release (Sept 25th) New Sólás centre opens on Ormeau Road</p>
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Gort Na Mona

£140k towards a new floodlit 3G pitch

	<p>Media Coverage – Andersonstown News article on opening – September 30th</p> <p>Facebook – information on council contribution and photos (Oct 4th)</p>
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Oct/Nov 2017 – planned communication activity

Leisure Transformation Programme

Andersonstown and Robinson development (Oct 18th) – work starting on site

Communications activity will include:

- On site photo call
- Media release
- Social media activity

Avoniel/Templemore consultation (late Nov/early Dec) - to test concept designs with the community and other relevant stakeholders. This will help inform the detailed design and forms part of the Council's statutory obligations in advance of submitting the planning application.

In respect of Templemore Baths, this stage will also be used to inform the interpretive planning process in conjunction with the external interpretive team.

Communications activity will include:

- Advertorials, detailing public consultation and information events in local titles
- Online consultation and related website information
- Media release
- Social media activity
- Posters and leaflets signposting information events and online survey

Cherryvale Playing Fields improvements (week commencing 23rd Oct)

Work includes rotation of turf pitch, creation of new 3G pitch, new public toilets and 'trim trail' path.

Communications activity will include:

- Informative information boards on site
- Social media activity

Lagan Gateway (early November)

Appointment of Lagan Construction and sod cutting

Communications activity will include:

- Media release and photo call
- On site information posters re commencement of work
- Notification to neighbours and stakeholders
- Social media and website updates

Urban Villages – Lagmore Community Forum (Nov 16th)

Official opening of this new community facility.

Communications activity will include media release, photography and social media

City Matters

Delivered to all households in the city area four times each year, each issue of the magazine features information on recently completed LIF and BIF projects, updates on our Leisure Transformation Programme, including signposting relevant consultation and engagement activities, and details of major milestones in capital programme projects.

The next edition of the magazine will be with households from week commencing Monday 13 November 2017.

Within this edition there will be:

- Half page article on recently completed Clonard Boxing Club LIF project
- Half page article on LTP focusing on up-coming Templemore/Avoniel consultation
- Centre double-page spread detailing investment in the Colin area

A centre spread, focusing on investment in the outer east area, will be included in the first edition of City Matters to be issued in 2018.

Past editions of the magazine can be found at www.belfastcity.gov.uk/citymatters