

GO TO:
INTRODUCTION
01 BUSINESS
02 TOURISM
03 SKILLS AND EMPLOYMENT

04 CULTURE
05 HEALTH AND WELLBEING
06 EDUCATION
07 VOLUNTEERING
08 SPORT

09 COMMUNICATION
10 INSPIRE PROGRAMME
11 OPERATION, EVALUATION AND MONITORING



COMMUNICATION

09





| ASPIRATIONS Objectives | 5 year OUTCOMES Measurement Indicator within 5 year Business Plan | INPUTS intervention/key task/milestones over next 12 months | OUTPUTS over next 12 months | Lead Agency/ partnership | Timeline |
|---|--|--|---|--|-------------------|
| <p>A. To increase public and stakeholder awareness of the London 2012 Games, the associated regional benefits and the opportunities to get involved</p> | <ol style="list-style-type: none"> 1. Increased levels of public awareness, knowledge and enthusiasm as measured by DCMS annual research 2. (Increased) levels of PR and media coverage generated locally, regionally or led by LOCOG 3. Maintain and continue to improve the value and overall satisfaction levels among stakeholders, for various communication tools and events 4. Positive feedback collation following NRE led events 5. (An increase in) website hits to the Rising to the Challenge East website | <p>NRE Communication Programme delivery</p> <ul style="list-style-type: none"> - Establishment of programme by April 2010 - Roll out April - March Measure A <p>NRE Communication Lead post maintained –contract to May 2011 in place, employed by EET</p> | <p>1 x Regional online action plan Measure A</p> <p>A minimum of 6 bespoke communication plans for NRE theme groups Measure A</p> | <p>NRE</p> | <p>April 2010</p> |
| | | | <p>4 x VIP regional visits Measure 1,2</p> | <p>NRE core team working with NRE Exec and comms leads</p> | |
| | | | <p>4 x Regional Newsletters Measure 1,3</p> | <p>NRE</p> | |
| | | | <p>1 x Annual Regional Summit Measure 1,2,3,4, 5</p> | <p>NRE</p> | |
| | | | <p>1 x Launch of Open Weekend media call Measure 1,2,5</p> | <p>NRE</p> | |
| | | | <p>2 x Olympic Park tours including media visit Measure 2,3,4</p> | <p>NRE</p> | |
| | | | | | |



| ASPIRATIONS Objectives | 5 year OUTCOMES Measurement Indicator within 5 year Business Plan | INPUTS intervention/key task/milestones over next 12 months | OUTPUTS over next 12 months | Lead Agency/ partnership | Timeline |
|---------------------------|---|---|---|-----------------------------|---------------------------------|
| | | | 12 x E-shots (Measure 3) 12 x Executive briefs (Measure 3) Monthly update of the RTTC website Measure 5 Minimum of 20 case studies Measure 1,2,3,5 | NRE | Monthly |
| | | | Increase Regional contact database by 10% Measure 5 | NRE | Throughout 2010/11 period |
| | | | 1 x 2010 Year book (5% distribution increase) Measure 2,3 | NRE | Dec 2010 |
| | | Support LOCOG on communication rollout for key milestones and initiatives Cascade information to NRE Communication Group | Key milestones and initiatives to be promoted via NRE core communications i.e. website, newsletter and eshot Measure 1,2,3,5 NRE partners to promote all relevant milestones and initiatives Measure 1,2 | | |



| ASPIRATIONS Objectives | 5 year OUTCOMES Measurement Indicator within 5 year Business Plan | INPUTS intervention/key task/milestones over next 12 months | OUTPUTS over next 12 months | Lead Agency/ partnership | Timeline |
|---------------------------|---|---|--|---------------------------------------|------------------|
| | | <p>Work with county area and theme leads to establish a programme of roadshows and events</p> | <p>1 x Inspire Roadshow – minimum of 4 locations Measure 1,2,3,5</p> <p>1 x regional event support programme (minimum of 4 events) (1,3,4)</p> <p>Presence of London 2012/regional branding at a minimum of 8 events Measure 1,3,4</p> <p>Representation of NRE at a minimum of 4 county area/regional events on behalf of LOCOG Measure 3,4,5</p> | <p>NRE with support from NRE Exec</p> | <p>2010/2011</p> |
| | | <p>Maintain and improve relationship with BBC and key regional print titles</p> | <p>Minimum of 4 initial meetings with BBC in each county area to establish joint opportunities Measure 2,3</p> <p>6 x media sessions to introduce local projects Measure 1,2,3,5</p> | <p>NRE with support from NRE Exec</p> | <p>2010/2011</p> |
| | | <p>Support theme leads to utilise the Live Site in Norwich</p> | <p>50 pieces of regionally generated PR/Media Coverage linked to key visits, events, projects etc. Measure 1,2</p> <p>Minimum of 4 pieces of themed content of the Live Site Measure 1,3</p> | <p>NRE/Theme Leads</p> | <p>2010/11</p> |



| ASPIRATIONS Objectives | 5 year OUTCOMES Measurement Indicator within 5 year Business Plan | INPUTS intervention/key task/milestones over next 12 months | OUTPUTS over next 12 months | Lead Agency/ partnership | Timeline |
|---------------------------|---|--|---|-----------------------------|-----------------|
| | | Support regional Games venues' communication activity | Attendance at Games venues' communication group meetings Measure 3,5 Promotion of key milestones, progress and initiatives through core NRE communication tools Measure 2,3,5 | NRE | 2010/11 |
| | | Develop relationship with Official Games sponsors 2 x sponsor networking sessions delivered, output: increased number of NRE/sponsor projects developed | 2 x sponsor networking sessions delivered Measure 3 A minimum of 2 NRE/sponsor collaboration projects developed Measure 1,2,3 A minimum of 4 regional Games articles included in sponsor communications i.e. newsletters/website Measure 1,3 | NRE | 2010/11 |
| | | Ensure stakeholder satisfaction levels for communication activity and events are maintained or improved | 1 x stakeholder satisfaction survey to evaluate comms tools (maintain or improve 85% satisfaction level) Measure 3 | NRE | Feb/ March 2011 |
| | | | | | |