

ST JAMES CHURCH

Communications Stream Working Group

Meeting held: Wednesday 12 October

Present: Amanda Wills, Chris Casey, Teresa Housel, Fiona Strachan

Apologies: Isobel Barber, Nancy Sunia, Shannan King

Background

- Group came about as a result of a wider discussion around communications at the church so looking at the wider perspective on communications and brand at the church
- Discussed the range of audiences and channels at the church and how we can both publicise these groups and address communications to meet their needs
- Important that we have a consistent brand and messaging about who we are/what we offer
- Doing a lot of great things but little visibility externally

Immediate Focus for Service Change

- Times on external board, website, sandwich board, Newslink, post letter to parish roll (for those who aren't regular attenders), message on answer phone. Magazine to go out before change with time change on front page
- Publicity in Hutt News

Longer Term

- Develop consistent brand
- Website: vibrant, dynamic, visuals, diverse, video, not just Sunday, profiles. Make it easy to contact the right person. Promote St James/All Saints venues.
- Noticeboards: external facing – promotion to wider community about the range of activities, internal – who does what, communication channels (eg congregational leaders)
- Visitors pack – Dan
- More use of email, text for those interested and phone tree

What is St James? – initial thoughts around key messages

- A community that cares and loves one another with Christ at the Centre
- Fostering discipleship/faith in your daily life
- Not just about Sunday!
- Outreach: Midweek services waffles, social, Virtually Green, hospital/rest homes etc.