Communications: Strategic statement

(Reviewed 08/03/2020)

The organisation

Tandem trekkers enables visually impaired people and their friends and carers to pursue cycling as recreation, hobby and sport. It seeks in the first instance to extend this opportunity to as many people in Kirklees as possible through the provision of:

* Taster sessions
* Confidence and skill building
* Local greenway rides
* General cycling

Over the next year it will recruit more visually impaired riders from specific districts in West Yorkshire.

Objectives

* Retain VI riders as active members / participants
* Recruit more VI riders
* Recruit pilots
* Encourage people to try out a tandem

Tone / Personality

* Friendly
* Inclusive
* Encouraging
* Active
* Growing

Audiences

* Workers supporting visually impaired people and their carers.
* Visually impaired people [ who may or may not be supported by social services].
* Members of the public wishing to become involved in more sociable cycling.

Messages

***Think:***

* I could be more active.
* I could go out cycling with other people, now.

***Feel:***

* Curious, motivated, enthusiastic.

***Do:***

* Get down to a track session, meet people, try out a tandem.

Tactics / Channels

|  |  |  |  |
| --- | --- | --- | --- |
| Destination | Channel | Medium | Content |
| Visual Impaired | Social workers  Medical staff  Medical establishments  Carers networks  Disability organisations | Email | E leaflets  E newsletters and ride / events calendars  Twitter links  Facebook links  Blog |
| Face to face | Leaflets, etc. |
| Reception areas /  office information | Posters  Leaflets  Ride Calendars |
| Social media | Facebook | News, updates, brief reviews, video [audio] links. |
| Twitter |
| Email | E leaflets, newsletters, ride calendars |
| Mass media | Newspapers  Radio  TV | Success stories  Contact details |
| Pilots | Sports centres  Gyms  Cycle projects  Health referral projects | Posters | Paper posters  Business cards  Inc Social Media prompts |
| Social Media | Video clips  E leaflets  Ride reports |
| Mass media | Newspapers  Radio  TV | Success stories  Contact details |
| Public events | Stalls | Tandem rides |