

# Church Building Sustainability Project – Communication Plan

## 1. Objective

To inform and engage the congregation and wider community about the transition of Holy Trinity Church, Hartshill, Nuneaton into a **sustainable, zero-carbon community hub** that benefits the entire neighbourhood.

This project is not just about upgrading heating but about **future-proofing the building** for a variety of uses, including social events, support services, and public gatherings - ensuring it remains a valuable resource for all.

**The Tone** of our communications should be Informative, inspiring, and community focused.

## 2. Aim

We want our communications to:

- Engage the **broader community** - creating goodwill and potential support for the sustainability project.
- Provide **structure, clarity, and engagement** without unnecessary complexity.
- Emphasise the **church building as a sustainable community space** rather than just a place for worship.
- Shift the focus towards stewardship and how the building and its grounds serves **multiple purposes** beyond church services.
- Ensure that our church building and its grounds are seen **first and foremost as a shared community space** with a strong commitment to environmental sustainability.
- Provide an approach that **blends heritage, education, and sustainability into a seamless narrative**, making the heating project **more than just an infrastructure upgrade**—but a **community-wide movement**.

## 3. Key Messages

- We see the church building and its surrounding grounds becoming a **community space** used for more than worship – additionally hosting events, support groups, education, and public meetings.
- The **importance** of upgrading the heating system is not only for comfort and accessibility, but to align with our environmental goals.
- A **zero-carbon heating system** is one step toward a **fully green community space**, making the church a local leader in sustainability.

- Sustainable upgrades ensure **long-term accessibility, efficiency, and cost savings** for everyone who uses the facility.
- Community members, businesses, heritage and environmental groups are invited to **collaborate** in shaping the future of the building's sustainability.
- Emphasise that the church welcomes everyone, regardless of religious affiliation, to contribute ideas and support.
- Contributions - whether financial, volunteer-based, or promotional - are welcomed.
- Highlight the importance of preserving local heritage while fostering intergenerational learning.

#### 4. Target Audience

- **Internal Church Community:** Members, leaders, and volunteers.
- **Local Non-Churchgoers:** Residents who may benefit from improved facilities.
- **Local community** and potential donors.
- **Businesses & Experts:** Eco-conscious organisations, sustainability advocates.
- **Local Authorities & Grants:** Potential supporters for environmental projects
- **Community Members:** Those who may use the space for events, learning programs, and support groups.
- **Local Organisations:** Nonprofits, social groups, and businesses looking for environmentally responsible event spaces.
- **Sustainability Experts:** Professionals who can advise on efficient energy solutions.
- **Environmental Advocates & Funding Partners:** Green energy organisations and local councils interested in supporting sustainability efforts.
- **School communities** (students, parents, teachers),
- **Local historians.**

#### 5. Communication Channels

- **Sunday Announcements:** Regular updates during services.

- **Online questionnaire(s)** to collect data from a target audience at various times throughout the project – ensuring it can be accessed via various devices and platforms, including computers and mobile devices.
- **Press Releases & Articles:** Share updates with local newspapers emphasising the **community-wide impact** rather than just church improvements.
- **Printed & Digital Materials:** Create brochures or newsletters detailing the historical significance of the project and how schools are involved.
- **Church Website & Emails:** Detailed information and progress tracking.
- **Social Media & Local Forums:** Engaging posts with visuals (Facebook, WhatsApp groups, etc.).
- **Bulletins & Newsletters:** Written updates distributed to interested partners.
- **Personal Outreach:** Letters and calls to potential donors.
- **Local Newspapers & Magazines:** Submit an article or a press release..
- **Collaboration with Businesses:** Partner with local businesses that may want to support or sponsor.
- **Community Events:** Open forums for discussion, engagement and feedback
- **Personal Outreach:** Targeted letters or calls to potential donors/supporters.
- **Community Meetings:** Arrange sessions where educators, students, and church members discuss heritage preservation.

## 6. School Collaboration Approach

- **Classroom Integration:** Develop lesson plans or discussion topics that align with the heritage theme.
- **Student-led Projects:** Assign research or creative pieces on historical events or figures related to the church.
- **Event Participation:** Organise an exhibition or dramatic reenactment of historical events, with students presenting their findings.

## 7. Heritage-Centred Events

- **Inter-School Workshops:** Invite historians, theologians, or local experts to conduct interactive sessions.

- **Site Visits & Walks:** Arrange trips to local landmarks with theological significance.
- **Commemorative Displays:** Feature student work in the church or community spaces to solidify their contributions.

## 8. Timeline & Frequency

Phase	Action	Frequency
<b>Launch</b>	Initial announcement, introduce project & goals, emphasising the sustainability focus	First month
<b>Engagement</b>	Share updates, host discussions, encourage participation. Gather input on how to make the space greener & more accessible	Bi-weekly
<b>Fundraising Push</b>	Drive donations, highlight impact, event promotions. Secure financial and resource support for sustainability measures	Targeted
<b>Implementation</b>	Progress reports, showcase installation process. Share updates on installation progress and environmental impact	Monthly
<b>Completion &amp; Recognition</b>	Celebrate achievements, recognise contributors and plans for ongoing improvements	Final phase

## 9. Responsible Parties

- **Leadership Team:** Overseeing messages and congregation engagement.
- **Communication Coordinator:** Managing emails, newsletters, and social media updates and local outreach
- **Community Engagement Leaders:** Connect with residents and organisations using the space.
- **Fundraising Team:** Outreach to donors and organising funding events.

## 10. Engagement & Challenges

- **Encouraging non-churchgoers to support:** Frame the project as a **community asset** for everyone rather than a church-exclusive initiative.
- **Addressing environmental scepticism:** Share expert insights on the benefits of zero-carbon systems.
- **Financial concerns:** Provide **clear budget breakdowns** and highlight long-term cost savings.
- **Addressing Concerns About Cost vs. Impact:** Show how sustainability reduces operational costs long-term.

- **Encouraging Widespread Involvement:** Invite community members to **shape the future of the space** rather than just donate.

## **11. Call to Action**

- Encourage members to donate via church website or fundraising events.
- Ask for volunteers to support logistical aspects.
- Foster open dialogue by welcoming questions and suggestions.
- Invite feedback and participation from community members.
- Encourage donations and grant applications to support sustainability efforts.
- Strengthen relationships with local businesses and environmental organisations.
- Share your ideas on making the building greener and more useful.
- Get involved - volunteer, spread the word, or offer expertise in a specific area.
- Help secure funding through grants and local sponsorships.
- Let's build a **truly sustainable community space together!**