Ageing Better in Birmingham Marketing brief. Key Messages Development

Introduction and project description

BVSC is a key voluntary sector organisation in Birmingham, a leading independent resource able to draw in support to make a difference to some of the most disadvantaged local communities. BVSC is the lead organisation for ‘Ageing Better in Birmingham’, part of the Big Lottery Fund’s Fulfilling Lives: Ageing Better programme.

Ageing Better in Birmingham will work at a neighbourhood level, using a grassroots asset based approach to create a new movement for community action on ageing and isolation. The project aims to harness active citizenship within communities to reduce isolation now and prevent it happening in the future.

As part of the project local ‘Ageing Better Networks’ will be created to support and re-engage older people in communities. These will unite people of all ages and will be open to individuals, organisations and local businesses. Their common purpose will be to offer practical support and help identify those who are isolated or at risk of isolation. They will also help older people use and share their skills and talents with one another and the wider community.

The creation of Ageing Better Networks will be supported city-wide across Birmingham. We also plan to target resources and activities in two geographical communities (outer-city Tyburn and inner-city Sparkbrook) and two thematic communities (Older LGBT people and Carers) because our research indicated that the risk factors associated with isolation are especially high within these groups. They will be co-ordinated by Main Hubs appointed to coordinate activities through their respective Network Enablers, working closely in the early stages with any ideas or legacy from the Ageing Better in Birmingham Mini Hubs established during the project’s mobilisation phase.

Purpose

There are several marketing and communications elements to this project. This specific piece follows the earlier branding and key messages design work. The purpose of this brief is to adapt messages to generate awareness of Ageing Better in Birmingham to different audiences including businesses, the Voluntary/Community and statutory sectors and members of the public in Birmingham. We wish to:
Communicate the project’s overall vision: what we would like to achieve and how this might be realised over the next 5 years.

Inspire people within communities to become actively involved through promoting and increasing interest in the Ageing Better Network idea/concept.

Requirements

- To develop the key messages ‘guide’ (Annex 1) with any adaptations required for the various delivery partners’ needs to suit and reflect their specific themes, localities, communities or other tailored requirements.
- Adapt or translate the key messages to suit targeted audiences including where appropriate, into community languages or adaptations for the sensory impaired.
- We would particularly welcome infographics or similar illustrations
- Such adaptations need to be achieved within core branding, style and design guidelines to produce consistent project promotional and information material.

Target audience

The project’s audience is varied. The main audience will be people within Birmingham’s diverse communities, with the primary audience being older people.

Other audiences to consider as the project develops include various stakeholders such as the business community especially local businesses who will be targeted during the project to adopt ‘age friendly’ approaches to their respective services.

More widely, the project aims to engage with the business, Voluntary/Community and statutory sectors across Birmingham.

Methodology

At the heart of the Ageing Better in Birmingham is a ‘coproduction cohort’ of over 20 older people representing the city and the project’s priority areas to help influence decisions affecting the project’s delivery. They were involved in the branding and key messages work and need to be considered in external communications elements.

BVSC will work with representatives from different groups around the project’s marketing and communication. The design partner would need to meet various project representatives, namely

1) Preliminary meeting with Core Project Team members to identify the key messages’ function and provide clarity as required
2) Meetings (5) – one for each Main Hub with a similar cohort of attendees comprising representatives from
   - the Main Hub Delivery Provider,
   - the Core Partnership,
- the Experts by Experience cohort and
- Core Project Team members to scope and advise how to adapt the key messages for areas or themes identified by various parties.

The Main Hubs appointed to date are City Wide, Carers, LGBT, Tyburn. Appointment of the Sparkbrook Main Hub delivery partner is currently being arranged.

BVSC will organise the relevant meetings for the design partner to attend.

Using findings from these meetings/consultations, the key messages may need further development for their different target audiences, providing a bank of key messages suitable for the overall project as well as the Main Hubs.

This is to enable the production and development of consistent promotional information material across the project to illustrate the key vision, aim and outcomes that can be disseminated consistently with a simple message’.

Content (style and ethos)

The logo and branding already developed must be used at all times and messages delivered with designs consistent with the project and corporate brand of BVSC. The project’s branding is likely to be used in conjunction with a range of other brands throughout this large scale partnership project. We will commission a range of agencies to work at a local level.

Communications messages should reflect and reinforce an open and trustworthy organisation incorporating our coproduction cohort’s key ideas about how Ageing Better in Birmingham should be communicated.

Accountability

The contractual client will be BVSC. The Partnership Coordinator will be responsible for managing this piece of work.

Timescale

Quotation including examples of previous/similar work, referees and outline workplan to be received by midday 4th March 2016

Budget

Up to a maximum of £8,500 inclusive of VAT

For further information please contact: Louise Bunn - Partnership Coordinator Ageing Better in Birmingham, louiseb@bvsc.org, 0121 678 8860.

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Appendix 1: Key themes and ideas about how Ageing Better in Birmingham should be communicated

Our coproduction cohort of older people from across Birmingham was asked to think about the key themes and ideas that represent Ageing Better in Birmingham. The main messages generated by the group are represented above.

The group highlighted important factors to consider whilst communicating messages to older people through the project:

- Promote a positive idea of ageing.
- Older people are equal and important.
- Exciting, adaptive and empowering.
- Simple, including simple language that is easy to understand.
- Eye catching.
- Inclusive to all members of the community – all ages and backgrounds.
- Sharing and learning new skills.
- Never too old to do or learn something new.
- Connecting people and working together.
- Not using clichés or stereotypes around ageing.
Glossary of Terms

**Area of Coverage** – Birmingham as administered by Birmingham City Council.

**Asset Based** – Asset based approaches look at identifying individual and community resources that are available in order to overcome challenges and empower citizens to make positive changes in their area.

**Carers** – those with caring responsibilities for others (usually unpaid/voluntary, sometimes but not always family members) as they are deemed especially vulnerable to isolation

**Co-production cohort** – also known as the Experts by Experience/Age of Experience group, this is a group of older people representing the City and priority areas that meets regularly to inform the project and contribute towards its decision making.

**Core Partnership** – the Ageing Better in Birmingham core partnership is the cross-sector group responsible for supporting the project’s strategic development.

**Delivery Partners** – organisations commissioned through contracting arrangements to provide services to the Project. It includes the Service provider chosen to deliver this contract.

**Grassroots** – individuals or communities getting together to create change and tackle issues they or others may be facing.

**LGBT** – Lesbian, Gay, Bisexual & Transgender

**Lead Organisation** - Birmingham Voluntary Service Council (BVSVC)

**Main hubs** – 5 main hubs selected under competitive process as the main delivery methods of the project. They will coordinate and deliver services in the chosen geographic or thematic areas, working with various delivery partners, facilitating Networks and devising local action plans (except City wide)

**Mini hubs** – up to 25 of these commissioned under competitive process to inform the main hubs on the type of activities older people seek or participate in and identifying organisations able to deliver these.