



**IHBC COMMITTEE BUSINESS PLAN**

*For approval by IHBC Council and integration with Business Plan  
2009*

<p><b>Committee Title:</b> Communications and Outreach <b>Chair:</b> Steven Parissien e-mail: communications@ihbc.org.uk <b>Vice chair:</b> tbc <b>Portfolio:</b> tbc</p>
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**REMIT (c.20 wds max.)**

To deliver an appropriate standard of internal communication to members and develop a clearer external profile by reaching out to partner organisations and the public.

**KEY TARGETS ACHIEVED IN 2007-08**

- Development of key aims of communications strategy following on from the launch of the new logo and corporate design.
- Design guide, letterheads, membership leaflet, web site and other features of the developing corporate identity.
- Production of new leaflets and other documents reflecting the new corporate identity.
- Oversight of production of *Context*, through Editorial Board, and the scheme of *Yearbook*.
- Identification and appointment of new Chair following Mike Brown's move to Policy.
- Development by the national office of the NewsBlog and related news home page on the web site, which has opened new opportunities for communication between the members. For the more recent period of its operations, the website has registered a more than 50% daily increase in hits which, though possibly coincidental, may well reflect in some part the impact of the development on NewsBlog.

**CONTEXT & ISSUES (c.100wds max)**

**Context:** C&O possibly faces the greatest challenge for any of the new IHBC Committees as it tries to build its portfolio from a wide range of parallel operations. The communications strategy has formed the starting point. At the same time, it needs to build new and robust mechanisms appropriate for a modern institute, in particular the wider PR and publicity strategies.

**Issues:** As resources are limited, the key challenge for the committee is to evolve a corporate identity alongside the ongoing delivery of key membership services. In addition, the need for a formal public relations and media strategy has been highlighted, and this is being examined as part of the wider committee strategy. In addition, outreach and access strategies for professional and non-professional sectors remain a priority, and these must be examined in partnership with relevant committees, including Policy and Education.

**RESOURCES**

**Finances:** Committee expenses allocated at £1000. General operations covered in national budget projections, including *Context* and web site expenses. A budget will be required for certain items proposed in this business plan, namely the production of new exhibition stands and the possible procurement of professional PR expertise.

**National Office:** Office support, including organisation of and attendance at meetings by SOR/LP/FN, and additional access as required.

**Personnel:**

**Members (attendance as possible)**

<b>Name</b>	<b>e-Contact</b>	<b>Skills</b>	<b>Portfolio/</b>
<b>Responsibilities/ Liaison</b>			
Steven Parissien	communications@ihbc.org.uk	Co-ordination	Committee Chair
Douglas Black	publicity@ihbc.org.uk		PR Media Relations
Paul Tomlinson	tomlinsonp@mendip.gov.uk	Marketing, advertising & Public Relations tbc	
Charles Hipplesley-Cox	c.i.hipplesley-cox@hud.ac.uk	Yearbook editorial	
Peter Badcock	it@ihbc.org.uk		IT & related WEB & IT Support
Joanna Theobald	siteadmin@ihbc.org.uk		Site administration and PR.
Jonathan Taylor	Jonathan@buildingconservation.com		Publications/PR

**Advisers (attendance as possible)**

<b>Name</b>	<b>e-Contact</b>	<b>Skills</b>	<b>Portfolio/</b>
<b>Responsibilities/ Liaison</b>			
Committee Chairs	Communication across Committees		
Fiona Newton	projects@ihbc.org.uk		Context Editorial Board
Lydia Porter	admin@ihbc.org.uk		Business Office Contact
Gordon Sorenson	Gordon@cathcomm.demon.co.uk		Publications
Rob Cowan	editor@ihbc.org.uk		Context Editor
Context Editorial Board Members (not listed above)			
Mike Taylor, Nigel Crowe, Peter de Figueiredo, Susan Brook			

**Other Sub-Committees, panels etc**

Editorial Board
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**Additional Representation (official representation etc)**

N/A
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**GUIDING STRATEGIES & MODELS**

Developing IHBC's corporate communications and outreach strategy in line with the Institute's needs means integrating the different procedures gradually, in line with resources and capacity of volunteers.

**ACTIONS & TARGETS**

**1 Year (2009-10)**

Oversee publications and communications services (including IHBC Yearbook, Context, and Website)

Continuing development of house style and consistency across all forms of communication to IHBC members

Develop membership and branch communication databases including the use of the newsblog.

Develop outreach through a variety of mediums including the IHBC's in-house publications

**IHBC Council 041208  
C&O Committee**

**Item 6.1.5  
Business Plan**

Develop viable public relations and media relations strategies and investigate using professional services for media relations.  
Consider copyrighting of IHBC logo and brand  
Consider popular media launch of HESPR once critical mass of recognised consultants is reached.  
Produce new IHBC display stands which are clear, informative, applicable to all potential uses and easily transported.

**3 Year (2008-11)**

To have in place an appropriate process of internal communications and a clear external image.

**Draft Date**

**Council Approval Date**

**Signed & Dated IHBC Chair**

**Signed & Dated IHBC Committee Chair**