

<b>Terms of Reference for:</b>	<b>Advocacy and Communications Working Group</b>
<b>Sub- Group Chair</b>	TBC - Diane Ruddock will convene first few meetings
<b>Reporting to:</b>	Core Group and wider Stakeholder Heritage Forum
<b>Secretariat:</b>	Leah O'Neill (Northern Ireland Environment Link)
<b>Members</b>	<p>Agustina Martire (Queen s University Belfast (QUB), Heritage Hub)</p> <p>David Orr (Historic Royal Palaces)</p> <p>Diane Ruddock (The National Trust)</p> <p>Jenna Sloan (Maritime Belfast)</p> <p>Kathryn Cochrane (The National Lottery Heritage Fund)</p> <p>Linda McKenna (Newry Mourne and Down District Council)</p> <p>Rita Harkin (Architectural Heritage Fund)</p>
<b>Purpose of the group:</b>	<p><u>Advocacy and communications</u> – including case studies, build key coalitions, consultations, web and social media presence including Heritage Hub etc, deciding and targeting priority audiences.</p> <p>Advocacy and communications bring in community connections and empowerment, Council liaison including Community Plans and liaison with Executive Departments and Local Development Plans.</p>
<b>Key actions:</b>	<ul style="list-style-type: none"> <li>• Develop and agree delivery plan for January to June 2023, with outline for July – Dec 2023.</li> <li>• Heritage Delivers website redesign and updates.</li> <li>• Agree key target audiences.</li> <li>• Identify key themes: economy, community, wellbeing, climate change/sustainability.</li> <li>• Identify appropriate case studies (including those already in existence) to support messaging.</li> <li>• Distribute hard copies of Heritage Delivers to: Council planning committees, elected Councillors with appropriate cover note and at agreed time.</li> </ul>
<b>Related groups (interdependencies):</b>	<p>Historic Environment Division (HED) Stakeholders Group</p> <p>HED Steering Group</p> <p>Other subgroups to amplify message, in particular Placemaking Group</p>
<b>Key area of focus 2022-2023 October - March</b>	<ul style="list-style-type: none"> <li>• Heritage Delivers website and heritage news bulletin.</li> <li>• Identifying key themes and producing case studies.</li> <li>• Identifying and communicating with priority audiences.</li> </ul>
<b>Key milestones/programme:</b>	<p>Develop Advocacy Plan identifying influencing priorities, target stakeholders and core messages.</p> <p>Develop related comms plan to engage wider public.</p>
<b>Previous relevant work:</b>	<p>Heritage Delivers document and website</p> <p>Case studies</p>
<b>Timeframe</b>	12 – 18 months