



Passionate  
about  
possibilities.

# External Communications Strategy

2019-2022

**‘Learning, Sharing, Including’**



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# Statement of purpose

This Communications Strategy has been developed to support our overall Strategic Plan 2019- 2022

**‘DIAL Barnsley – ‘Supporting, Enabling and Empowering’** and to help us:

-  Achieve our overall organisational objectives
-  Ensure people understand what we do
-  Demonstrate the impact our service delivery has on local people
-  Engage effectively with stakeholders and groups



# Who we are

DIAL Barnsley is a local user led organisation which, through the provision of advice and support, aims to address poverty and social exclusion for disabled people, their families and carers in the borough of Barnsley. Established in 1985 our services have developed to meet the needs of service users. We attribute the longevity and success of our organisation to our ethos which is to:

**“See the person first”**

Locally, we have built a reputation for providing high quality, professional services, whilst maintaining a friendly and down to earth approach. Our current services include:

-  telephone information, advice and guidance
-  face to face welfare benefit advice sessions in communities
-  independent advocacy support for people wishing to make complaints about their health and social care
-  home visits to address fuel poverty/energy switching
-  social isolation/befriending service
-  community benefit advice workshops
-  community timebank for sharing time and skills
-  community support groups providing social contact and activities
-  peer support group for people claiming welfare benefits
-  employment peer support group
-  Volunteering opportunities for the sharing of experience and development of new and existing skills

# Where we are now and what we want to achieve



Our response to austerity has been a proactive shift in our delivery model from guiding and assisting to a focus on improving knowledge, building confidence and promoting self-reliance.

Our overall strategic plan, which recognises the links between poverty and social exclusion, has placed an emphasis on skills sharing, peer support and personal development. The intended outcomes are for people to be more confident to support themselves, more involved in delivering our services, less socially isolated and ultimately more able to achieve their potential.

This strategy aims to celebrate the success of empowerment by demonstrating how improving knowledge and skills, people supporting each other, participating in the community has a significant impact on improving overall well-being.

We also want to show evidence to stakeholders and potential partners, that through our local reach and diverse services, we are a trusted quality marked organisation worthy of investment.



## **Our mission is**

to support and empower disabled people, their families and carers to address poverty and social exclusion and improve their health and wellbeing

## **Our vision is for**

a world that is truly inclusive



# Core Aims and Objectives

**Our aims** are to:

-  Improve access to information and advice so disabled people, their families and carers are better informed
-  Reduce social isolation of disabled people, their families and carers
-  Increase access to opportunities for disabled people, their families and carers to achieve their potential
-  Increase the opportunities for disabled people, their families and carers to have healthy lifestyles

**To achieve our aims** we will:

-  Provide impartial, peer led services to disabled people and carers to enable them to make informed choices
-  Involve disabled people and carers in all aspects of our work

**This Communications Strategy** has been produced to ensure the messages we want to convey are communicated effectively to stakeholders, local disabled people, their families and carers.



# Linking Operational Objectives with Communication Objectives

To achieve our core aims and objectives we have set ourselves specific operational goals and this document demonstrates how communications will be fundamental to achieving them.

Operational Objectives	Communication Objectives
To provide universal information and advice	To ensure people know they are able to make informed decisions
To provide peer led welfare benefits advice and guidance	To ensure people are aware of the support to enable them to be financially included
To build the skills of people around their IAG issues	To promote learning/upskilling as a tool to be self-supporting
To provide services that empower people to exercise their rights	To promote supported advocacy as a mechanism for people to achieve their rights
To extend the geographical reach of the timebanking project	To promote the sharing of skills and time as a community asset
To facilitate activities that bring people together	To promote social inclusion through group activities



# Objectives - continued

Operational Objectives	Communication Objectives
To facilitate activities that bring people together	To promote social inclusion through group activities
To develop a network of peer support groups	To promote the benefits of bringing people with similar or like experience together
To provide a range of volunteering activities	To promote volunteering with DIAL as an opportunity for local people to improve their skills
To provide employment, educational and life skills support services	To promote supported learning and upskilling as a route for people to achieve their life goals
To facilitate activities that improve people's health and wellbeing	To ensure people are aware of opportunities to improve healthy lifestyle
To raise awareness of healthy lifestyle options	To enable people to make an informed change regarding their lifestyle and health



**We welcome your views on our**

# **Communications Strategy 2019 – 2022**

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This publication is available on our website, however if you would like this plan in an alternative format, please let us know using the contact details below:

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