



2017 – 2021
Communications Strategy



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Version No.	Version Date	Summary of changes
1	1/8/2017	Initial document
2	25/10/2019	Survey date amended to 2020.



Introduction

This strategy outlines the priorities and objectives of the British Para Table Tennis communications team to engage with stakeholders.

The organisation's aims are as follows:

- Encourage development of Para Table Tennis in the UK
- Organise competitions at a national level
- Be responsible to UK Sport
- Represent British Para Table Tennis in the UK and abroad
- Facilitate appropriate funding to continue the WPC and support Para Table Tennis in the UK
- Ensure appropriate governance and operational structure for British Para Table Tennis.

This strategy will outline how our communications will support and contribute to the above organisational aims.

Our communications objectives are:

- To engage and increase retention with our stakeholders by providing consistent, relevant and timely information about news, competitions and activities.
- To provide honest, accessible and accurate information for our stakeholders.
- To retain current members and increase the number of new members.
- To provide a user-friendly website for information and advice for all those seeking information about Para Table Tennis in Britain.
- To present a clear visual identity of BPTT throughout all our communications
- To encourage two-way communication so stakeholders can feed back into the organisation.

Current Landscape

In the past communication with members has been a 'one-way street' with information only flowing 'top down' and members rarely communicating with the organisation. The organisation did not actively solicit feedback from members about the effectiveness of the communications. However, in April 2017 a membership survey was conducted and the results concerning communication are given below:

The survey showed that:

- Members would prefer to get their news via email / newsletter. (49.1%)
- We asked members what sort of information they'd like to receive:
 - o Upcoming Events
 - o Performance Squad
 - o Pathway Squad
 - o Development Squad
 - o New Initiatives
 - o Other opportunities to play
 - o Home Nations
 - o Disability Organisations
 - o Funding Information
 - o Rankings & Competitions Results
 - o Grassroots
 - o Organisation Structure
 - o Coaching Tips
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- When asked what we could do to improve their overall satisfaction, they said (in relation to communication):



- Regular Updates / Better Communication
- Increase recognition
- More transparency with funding

Moving Forwards

Following the survey results, British Para Table Tennis have committed to the following immediate actions:

Social Media

- We are consolidating the two current British Para Table Tennis Facebook profiles to leave one, official British Para Table Tennis. We have communicated this change to members, where we will now use the page to communicate and engage with them. The presence of one Facebook page may increase member engagement, and will act as a hub for members to socialise as members.
- We are consolidating the two current accounts linked to BPTT to leave one, official Twitter account. Currently this is only used for the results of world performance squad. We will continue to use it for this and look to additionally use this as our primary outward facing platform to engage with third parties.

Newsletters

- We have committed to sending out quarterly newsletters to members (player and associate). These newsletters commenced in April 2017 and will aim to contain important information, coaching tips, information from the home nations, interesting news stories and other varied content.

Website

- As the current website is not very user- friendly and up to date technically, BPTT has commissioned an upgrade using professional expertise .The new website will be in a more engaging format with information easier to access. It is anticipated that with more content following the Code and more information being encouraged to come in from members, the website will be more used by stakeholders and externals

Mapping

Audience	Key information Required	Key Communication Messages	Channels	Responsibility
Members	Events / Competitions	We provide up-to-date important information quickly	Quarterly Newsletter Social Media, Direct Email, Website	Membership Services Committee
	Organisational Updates	We operate with complete transparency	Quarterly Newsletter Website	Membership Services Committee
	Advice and Information	We can offer support and advice to our members	Quarterly Newsletter Social Media	Membership Services Committee
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant
	Third party info - e.g. Home Countries	We provide up-to-date important information quickly	Website	Membership Services Committee
Funded Athletes	Events	We provide up-to-date important information quickly	Quarterly Newsletter Social Media, Direct Email, Website	Membership Services Committee
	Organisational Updates	We operate with complete transparency	Quarterly Newsletter Website	Operations Manager
	Advice and Information	We can offer support and advice to our members	Quarterly Newsletter Social Media	Membership Services Committee
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant
	Third party info - e.g. Home Countries	We provide up-to-date important information quickly	Website Direct Email	Membership Services Committee
	Financial Information	We operate with complete transparency	Website	Finance Committee
	Other: e.g. Anti-Doping Information, Funding Agreements etc	We provide up-to-date important information quickly	Direct Email	Operations Manager

Audience	Key information Required	Key Communication Messages	Channels	Responsibility
Supporters	Events	We provide up-to-date important information quickly	Quarterly Newsletter Social Media, Website	Membership Services Committee
	Organisational Updates	We operate with complete transparency	Quarterly Newsletter Website	Membership Services Committee
	Advice and Information	We can offer support and advice to our members	Quarterly Newsletter Social Media	Membership Services Committee
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant
Staff	Organisational Updates	We operate with complete transparency	Direct Email	Board
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant
	Financial Information	We operate with complete transparency	Website	Finance Committee
	Policies and Practise	We operate with complete transparency	Direct Email Website	Governance Committee
Volunteers	Organisational Updates	We operate with complete transparency	Direct Email	Board
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant
	Financial Information	We operate with complete transparency	Website	Finance Committee
	Policies and Practise	We operate with complete transparency	Direct Email Website	Governance Committee
	Business Opportunities		Direct Email	Board

Audience	Key information Required	Key Communication Messages	Channels	Responsibility
Other Partners	Events	We provide up-to-date important information quickly	Quarterly Newsletter Social Media Direct Email Website	Membership Services Committee
	Organisational Updates	We operate with complete transparency	Quarterly Newsletter Website	Membership Services Committee
	Results and positive stories	We are investing in our members and their achievements	Quarterly Newsletter Social Media Website	Membership Services Committee/Francesca Bullock/Media Consultant

Conclusion

We will measure the effectiveness of this communication strategy by:

- Surveying members again in 2020 and comparing the results to 2017's results.
- Looking at the number of visits to the website and the pages most frequently and infrequently visited
- Recording the number of followers on Twitter
- Talking to our members in both formal and informal settings.

We aspire that by 2021, our organisation will have excellent membership satisfaction and engagement and BPTT will become more widely recognised by the public as an organisation heavily involved in the development and success of Para Table Tennis in Britain.