



CENTRAL†
BAPTIST CHURCH DUNDEE

Communication Review

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Communication Review Group Members:

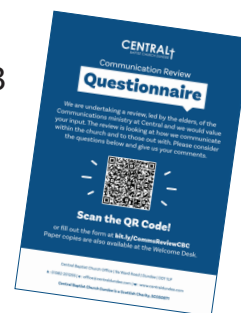
Katherine Belford, Ian Black, Fiona MacKay, Jim Turrent, Tegwen Wallace, Colin Watson, Kathryn Wright, Jane Scott* and Mark Thomas* (*joined in November 2023).

Introduction

At Central we do not have a paid administrator, and as a result we need to manage expectations of the church family. The review group acknowledge that without the dedication of skilled, committed and godly volunteers, communication in Central would not be as effective as it currently is. Their support of the staff team, our office bearers, elders and deacons, and the wider church family is exemplary.

At the request of the elders and deacons, a scoping meeting took place in June 2023 with the remit of seeing if a review of communication within Central was worthwhile; the overwhelming feeling was that it was a necessary thing to undertake. Subsequently the review group met in August, September, and November 2023, and January and February 2024.

A consultation process took place between October and December 2023 in which the church family were given the opportunity to complete a questionnaire – online and on paper copies – sharing their views on communication.



At the scoping meeting it was noted that communication in Central had two strands: internal and external. There was a sense that how we communicate with people within Central was working well (e.g. The Link Magazine, closed Facebook page) and this was confirmed by the results of our consultation. However, the consultation results indicated there are significant areas where we can improve. There was also a recognition that there was a need to improve our communication with those outwith Central; this was also highlighted in responses from the consultation (e.g. ensuring social media is used effectively and wisely).

The review group discussions led to some key themes being formed:

- **The need for consistency (e.g. tying in with the aims of the church and reflecting our 'DNA').**
- **The need for oversight from elders and deacons or those given specific responsibility in key areas (e.g. social media).**
- **The desire to be supportive of our ministries.**
- **The desire to build a sense of community and participation.**

The development of a 'vision statement' regarding communication in Central reflects the above.

Vision Statement

At Central Baptist Church we acknowledge that effective communication within the church family and to the outside world is essential to letting people know who we serve, who we are and what we are for.

Our church aims of Listen, Pray, Love, Serve should be evident through all avenues of communication; with values such as integrity and honesty reflecting what people hear, read and see.

When communicating with the church family or wider community it is appropriate that we consider the following:

- **Is it accessible to as many people as possible?**
- **Is there clarity and is it consistent with our church aims?**
- **Is it supportive of Central as an organisation?**
- **Is it encouraging the spread of the gospel?**





Recommendations

A number of suggestions of how we may improve communication in Central have already been acted on as they were seen as 'easy fixes'. Some of the more notable are listed below. At the request of the elders and deacons, a scoping meeting took place in June 2023

- **Information presented on screens before the services (e.g. upcoming events, QR code for giving money).**
- **Increased use of 'introductory' video clips for events (e.g. church conference).**
- **Consistency in terminology both verbal and written (e.g. using day and date).**
- **Audit of social media platforms that are in use under the Central 'banner'.**
- **Instagram: three pages – church, student, youth. Facebook: four pages – main church page (open), prayer and notices (closed), Faith & Friendship (closed), Little Blessings (open).**

Other comments have been noted but are not seen as recommendations that should be discussed:

- **Trying to give more advance notice of key dates.**
- **Contact with local press to promote ministries or events.**
- **Consideration given to amount of detail in bulletin.**

The following recommendations have been agreed by the review group. Some are suggested as a result of discussions during their meetings and others formed as a result of the consultation process with the church family:

- **Appoint a new chair of Communication Group and seek additional members.**
- **Improve website (e.g. layout, accessibility).**
- **Look at use and oversight of social media.**
- **Review of branding across Central material and online platforms ensuring that the main church materials/platforms are consistent.**
- **Consider how we communicate effectively with people who are not connected to the internet (e.g. social media), ensuring that they feel involved and informed in all aspects of church life (e.g. prayer and church family news).**
- **Review GDPR arrangements.**
- **Appointment of designated person regarding external communication (e.g. liaising with local businesses and community organisations).**
- **Reinstate video screen in foyer.**

Conclusion

It is proposed that the Communication group prioritise and take forward the majority of the recommendations with input from elders and deacons where appropriate (e.g. appointing a new chair). Recommendations such as the review of GDPR and reinstatement of a monitor in the foyer impact on communication but should be undertaken by others.

It is appropriate that a formal “thank you” is given to the group members for their input and time into the formation of this report.



Colin Watson

Children and Families Coordinator and Elder

May the grace of our Lord
Jesus Christ, and the love of
God, and the fellowship of
the Holy Spirit be with us all
for evermore. Amen

CENTRAL+

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