



Gleadless Valley Regeneration Programme – Communication Guidelines

Tone of Voice

- Warm and Welcoming: Use friendly, human language that makes people feel valued and safe. Avoid jargon.
- Honest and Transparent: Clearly state what is and isn't possible. Be upfront about constraints and open about processes.
- Empowering and Respectful: Acknowledge the value of local knowledge. Position residents as co-creators, not just participants.
- Hopeful but Grounded: Convey ambition and potential for change while remaining realistic about timelines and outcomes.
- Kind and Strengths-Based: Focus on what's working and what's possible. Reflect pride in the community and celebrate local assets.

Key Messaging

- The regeneration is community-led and partnership-driven.
- Everyone in the valley has a valuable voice and is welcome to get involved in shaping the future.
- The project is about improving lives, not just buildings—enhancing wellbeing, opportunity, and pride.
- We are committed to long-term relationships, not just one-off consultations.
- What you share with us matters—and we'll show you how it's being used.

Accessibility and Inclusion

- Use clear, plain English. Provide translated or alternative formats where needed (e.g. large print, audio, Braille).
- Offer multiple ways to engage: online, in-person, one-to-one, small groups, and written feedback.
- Ensure communications consider the needs of disabled people, people with low digital access, and those from diverse cultural backgrounds.
- Don't assume any individual or group speaks for the whole community.

Channels and Frequency

- Create and promote a dedicated project website as a central, always-available source of information.

- Use local networks and venues (e.g. community centres, schools, places of worship) to spread the word.
- Use social media to share updates and stories in a friendly, visual format.
- Produce a regular community bulletin (digital and print) summarising key milestones, opportunities, and next steps.
- Avoid information overload – limit communication 'noise' by coordinating updates through consistent channels.

Closing the Loop

- Always follow up with participants to show how their input has been used or considered.
- When something raised can't be acted on, explain why.
- Report back in formats that people can see, hear, or access easily, including visuals and community storytelling where possible.

Internal Coordination

- Use the Engagement Working Group to align messaging, avoid duplication, and track feedback themes.
- Log and share emerging insights across partner teams to ensure consistency and shared understanding.
- All comms must reflect the agreed principles (see Section 3 of the document), particularly around partnership, kindness, and accountability.

Brand and Visual Identity

- Use co-branded materials where appropriate to reflect partnership between Heeley Trust and Sheffield City Council.
- Ensure visuals reflect diversity and local pride—use imagery of real local places and people where consent is given.
- Avoid over-polished or corporate branding—authenticity is key to community trust.