



**Comhaltas in Britain Strategic Plan, 2022/3- 2025/6**



### **Introduction:**

Since 1957, Comhaltas in Britain has been strengthening communities through traditional Irish music. Growing from our first branch in Glasgow, our huge network of incredibly talented and passionate volunteers teach Irish Traditional Music to c. 1,200 members, across all generations, in 22 branches across England, Scotland and Wales.

We believe that the ability to engage with music and culture is the glue that holds our community together. Volunteers and teachers across our branches deliver weekly music classes in community settings, such as local community centres, churches and music schools, which encourage people aged 1-100 to access their creativity in an informal and fun environment, supported by their community.

Through these music sessions and development with their instrument, our musicians and members are able to express themselves, bond across generations, raise their confidence, and most importantly come together through music each week; an activity which has been proven to contribute to good mental health. At the highest level, some of our members go on to play traditional Irish music to a professional standard, and many members give back to Comhaltas by teaching voluntarily to the next generations.

We have created this plan for the next 3 years to help us focus our work, regroup after the pandemic and its impact, and strengthen our organisation at all levels. This plan sets out how we will provide greater support for our members, our volunteers, and teachers that work across Britain, teaching Irish traditional music to the next generations. The following pages outline these ambitions, dividing the work before us into a number of goals for the next three years. We will keep you informed over the coming years as to how we are achieving these goals, and how you can help.

In the meantime, we would love to hear from you with any questions, feedback, or how you can get involved.

Theresa Gallagher

**Cathaoirleach**

**Comhaltas in Britain**

### **How we got here: The History of Comhaltas in Britain**

Comhaltas in Britain grew through the settlement of Irish diaspora communities in the UK. As more people landed in Britain in the 1950s to make a life for themselves, whether through choice or through need, a sense of belonging and community became incredibly important, especially in a place that could be hostile to Irish communities. Music became a tool for expression, belonging and an important coming together point, both between musicians, and non-musicians who attended sessions to hear the music played, and to spend time with their friends and family. These communities of people playing music served a dual purpose of developing and teaching technical traditional skill, but also forming communities and providing reasons for people to congregate.



In 1951, a new organisation “Comhaltas Ceolteoirí Éireann<sup>1</sup>” had been established in Ireland by passionate traditional players, to teach and promote the music of Ireland, and had a growing network of branches across Ireland. Six years later, the first branch outside of Ireland was established in Glasgow, where a huge community of Irish immigrants had settled.

Comhaltas sessions in community spaces such as pubs and community halls were the basis of a ready-made community when people immigrated to Britain from Ireland. Historically, and still to this day, we have many members who are not musicians, but enact a sense of community in other ways, such as holding administrative volunteering roles, giving lifts to other musicians, and volunteering at festivals, tours, events and competitions. From this first branch grew today’s network of 22 branches, all teaching Irish traditional music to the next generations. We estimate that over 7,000 musicians have learned Irish traditional music through our branches since the 1950s.

“I love what it does for us...making a social platform for young people through music.”

#### Comhaltas in Britain member

In today’s Britain, Irish communities have become more assimilated, and the Irish traditional music tradition has grown beyond its Irish origins, and is heard, played and enjoyed globally. Comhaltas in Britain now not only brings together Irish communities, but people of all backgrounds, who have an interest in coming together through the learning and enjoyment of Irish traditional music.

With significant decreases in funding for music in educational settings, the importance of music making in the community has never been greater. Young people in Comhaltas in Britain’s 22 branches are able to access, for significantly reduced costs, quality music education amongst their peers at least one night a week, with a programme of other supporting activities in each branch.

#### How we got here: Creating our plan for the next 3 years

As our members are at the centre of everything we do, we thought it was incredibly important to involve our members from across the country in the creation of our plan for the next 3 years. We ran three surveys, one with our branch committees, one with our younger members at the All Britain Fleadh, and a more general survey for our members. We also ran two focus groups, for anyone to come and give their feedback. Across these surveys and focus groups, we asked what our members thought was positive about the way we work now, what didn’t work so well, and what they wanted to see more of from Comhaltas in Britain in the future. [To see feedback collected from across our membership, please click here.](#)

From there, we got together a working group 11 people strong, made up of members, staff and some members of our provincial council, who analysed the feedback from our members, and created our new mission statement, vision statement, outlined our values as an organisation, and created some broad goals for the future.

We’re grateful to all of you who participated- thank you. Ní neart go cur le chéile. This is your plan for the next 3 years, and we hope you’ll continue to help us see its success!

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<sup>1</sup> meaning “Society of the Musicians of Ireland” in the Irish Language



### Mission:

Bringing a community of all ages together to learn, share and experience the music and culture of Ireland.

### Vision:

Our vision is a world where Irish music and culture is open to all, and celebrated as a valued part of Britain's cultural heritage.

### Values:

<b>Inclusive Community</b>	<b>Enjoyment in Education</b>	<b>Embracing Change to keep Ireland's rich traditions accessible and relevant in today's society</b>
Although Comhaltas in Britain grew through the settlement of Irish communities in Britain, we recognise the appeal and the benefit of learning Irish music to everyone, and we welcome anyone who wants to learn and play through our doors.	We allow everyone learning traditional music in our branches the pleasure of enjoying their education, and we maintain a high quality of teaching throughout Britain.	We have a respect for the past, and an open mind to the future. We recognise that traditions evolve, change and grow with time and cultural influence.

### Overview of our goals for the next 3 years:

Our six main goals for the next 3 years will guide us to strengthen the organisation; improve on the skills of our volunteers in each branch and region; provide high quality education opportunities for teachers of Irish traditional music in Britain, and work with other Irish and cultural organisations to ensure that Irish traditional music is a celebrated part of Britain's cultural heritage, with benefits to the individual and the community. These goals will all feed into our vision for a world where Irish music and culture is open to all, and celebrated as a valued part of Britain's cultural heritage.

1. Celebrate Irish music through all of our musical activity, including our teaching in branches, fleadhanna, festivals and events
2. Increase engagement for young people and expand our work to include more diverse communities
3. Train and recognise our volunteers
4. Train our teachers
5. Promote and develop the use of the Irish Language
6. Improve our communications, partnerships and governance



GOAL

**Stronger, creative communities built around Irish music and culture that is open to all, and celebrated as part of Britain's cultural heritage**

Impact

More resilient, creative communities in 22 areas with Irish culture at centre

More resilient, creative communities connected with common interest in language and song

Branches are more resilient, able to navigate difficulties and more effective for their members

More and better quality teachers available to teach across Britain

Chances to tackle issues at the heart of Irish communities and music centred communities

Outcomes

- More confidence in creative ability
- Increased communication skills
- Stronger sense of identity
- Increased communication skills
- Stronger intergenerational bonds

- More confidence in creative ability
- Improved wellbeing
- Stronger sense of identity
- Stronger intergenerational bonds

- More resilient organisations at branch and regional level
- Volunteers feel better supported and therefore more loyal to organisation

- Higher quality teachers
- Training in Britain open to more teachers
- Increased skills of students
- Teachers feel better supported and therefore more loyal to organisation

- Members of Comhaltas in Britain more connected outside of their branches
- Stronger community ties
- More opportunities to work together for Irish communities

Outputs

Increased skills; musicianship and soft skills

Increased skills; musicianship, language and soft skills

Volunteers have increased skills in their roles and in skills such as event planning, fundraising, marketing etc

Teachers have the opportunity to learn increased skills without having to travel to Ireland

Comhaltas in Britain connected with members  
Comhaltas in Britain connected with outside organisations with similar goals

Activities

Music teaching and music activity in branches, for all ages

Irish Language teaching in language and song

Training and recognition for Volunteers

Training for teachers

Better communications and partnerships

Benefits Community

Benefits Organisation



### **GOAL 1: Celebrate Irish music through all of our musical activity, including our teaching in branches, fleadhannas, festivals and events**

Feedback from our members praised the sense of community and support; the warm welcome; the passion to teach and the lovely volunteers in our branches. We recognise the benefit of learning Irish traditional music, not just for musical skill, but also in building people's confidence to express themselves creatively; increasing communications skills (especially in young people); creating intergenerational links and stronger communities with a shared identity around each branch. We're hoping to build on this great feedback by ensuring that each branch has support from staff to provide the level of musical activity wanted by their members, including classes, regular sessions and more.

- a. Staff will be a continuous point of contact for volunteers on branch committees, helping them to overcome challenges and plan for the future.
- b. Staff will help volunteers to identify and make contact with local organisations where partnerships could be developed.
- c. Staff will have a liaison role alongside volunteers in the planning and delivery of the All Britain Fleadh, a weekend long celebration of Irish traditional music and competition, helping to streamline the delivery of this event each year.
- d. We will maintain a high level of event delivery with other organisations such as the GAA ABCS, our annual AGMs and Convention, our concert tour and the development of our archives.

**By 2026, we hope to have seen a growth in attendance at our events, events that we run being highly rated, and more streamlined event delivery.**

### **GOAL 2: Increase engagement for young people and expand our work to include more diverse communities**

We know there is a drop of in attendance from our young people who have been highly involved in learning music, when they reach 15 or 16. We see a further drop off when young people go on to further study or into careers. We want to encourage this age group to keep learning traditional music, and to consider playing or teaching as a potential career path. We also want to encourage young people to get involved in the running of their organisations and to take up voluntary positions with Comhaltas in Britain.

Comhaltas in Britain has for a long time catered to Irish communities in Britain. We want to open up our membership to involve more diverse communities, with the understanding that Irish traditional music is for all.

- a. We will establish ambassador roles to promote the organisation, increase its appeal to younger generations, and showcase where Irish traditional music can take you.
- b. We will provide more structured support for our youth officers at Provincial level, and encourage them to use their role to connect with the young people in the organisation, listening to their feedback.



- c. We will run social media campaigns:
  - i. to signpost young people to alternative branches if they are moving city or moving from Ireland.
  - ii. To make young people aware how they can volunteer with Comhaltas, or write about Comhaltas in their CV/UCAS forms.
- d. We will encourage branches to run more youth sessions and get together, supported by their Youth Officers.
- e. We will run workshops specifically for young people.
- f. We will deliver more health and wellbeing projects as directed by our members and community.
- g. We will form a Diversity and Inclusion group to see how Comhaltas in Britain and our branches can remove some of the barriers to participation that currently exist in the organisation.
- h. We will trial branch twinning programmes to connect branches across regions.
- i. We will trial a parents scheme to run alongside classes for young people.

**By 2026, we hope to have seen a growth in young people attending classes and events, people feeling more connected across Comhaltas, equality and diversity practises in place in the organisation, and a growth in the amount of people learning and playing across branches, from diverse communities.**

### **GOAL 3: Train and recognise our volunteers**

We are entirely dependent on the goodwill, time commitment and generosity of our volunteers to exist as an organisation. As such, it is important that we ensure that our volunteers are well-equipped to lead their organisations at branch level, are confident in their abilities, and know where to come when they need assistance. Feedback told us that volunteers are often learning on the job, or lack some of the skills they feel they need to best run their branch.

- a. We will deliver an online programme of training for volunteers, focusing on their roles and responsibilities, and skills such as fundraising, marketing, social media, project planning, as well as training for clerks, adjudicators and other sessions as suggested by the community.
- b. We will provide a resource section on our website with minute templates and planning checklists, volunteer job descriptions, and make minutes of meetings held at provincial level available here too.
- c. We will redevelop our volunteer manual, and consult with volunteers on a system of rewards and recognition to be piloted in 2025.
- d. We will ensure clear contact details for staff are displayed on our website, allowing volunteers to get in touch with queries.

**By 2026, we hope to have more confident, informed volunteers, who are able to pass on their knowledge inside and outside the branch, and who feel recognised for the hard work they put into the organisation.**

### **GOAL 4: Train our teachers**



Feedback from our members showed that it was getting harder to find quality Irish traditional teachers. Those who were interested in teaching cited the high costs of travelling to Ireland to train as reasons for not pursuing education. Members said it was sometimes difficult to get the confidence to build experience needed to attend the TTCT training in Dublin.

- a. We will send one teacher from Britain each year on Comhaltas' TTCT teacher training course, until at least 2025.
- b. We will establish a teacher's forum for teachers of traditional music in Britain to come together, plan and discuss challenges.
- c. We will establish and make available a teacher's directory for contact details of Irish traditional music teachers in Britain.
- d. We will support teachers into schools through work funded by the Irish Government.
- e. We will deliver teacher training at a high standard in Britain, removing travel costs to Ireland, with complementary mentoring programme.
- f. We will deliver taster sessions to our young people on all aspects of training, teaching and following teaching as a career path.
- g. Will will promote Comhaltas' resources for schools, and deliver an intensive programme of traditional music learning in schools.

**By 2026, we hope to see an increase in Irish traditional teachers known to us in Britain, who are confident, equipped and teaching in Comhaltas branches. We hope that teachers will be more connected with our organisation and with each other, show increased skill, and we will have begun to establish relationships with key schools.**

#### **GOAL 5: Promote and develop the use of the Irish Language**

The use of the Irish language is an important element of the work of Comhaltas in promoting Irish culture outside music. Building on work undertaken in 2021-22, we intend to make sure we are at the place where music and language cross over in our teaching of Sean-nós music in Britain, and we will strengthen our links with other organisations in Britain who are teaching the language, to ensure we are working together and not duplicating work.

- a. Via social media and other channels we will cross promote our partners' activities and work together where possible to promote the language in Britain.
- b. We will deliver more workshops around Sean-nós, attracting new members who have an interest primarily in the language to come and learn Sean-nós with Comhaltas, and develop this work alongside our events.

**By 2026, we hope to see our members showing increased support for language (positive feeling), a growth in numbers for music and language activity (Seomra na Gaeilge at the Fleadh and other workshops), and strong links and networks with other Irish Language organisations in Britain.**

#### **GOAL 6: Improve our communications, partnerships and governance**





Feedback from our members told us they were struggling to get information from Comhaltas in Britain's provincial council level, or that sometimes information came too late. We are committed to improving the flow of information within the organisation over the next three years, so that information is disseminated both through the traditional Comhaltas structure (province to region to branch to member, and vice versa) and through other channels such as social media, our email list and at our events. As a newly registered charity (2019), we are working on some of our governance policies and practises to ensure that we are organised and exist well into the future. We are also committed to building partnerships with other folk music and cultural organisations, and Irish organisations in Britain, as we believe we can achieve more together and provide holistic support for our communities.

- a. We will redesign our website to ensure ease of access and information for our members
- b. We will develop a social media strategy and a blog for our website
- c. We will grow our email list of members.
- d. We will work with Dublin to create a CRM system that allows for better management of our membership.
- e. We will develop relationships with PR professionals who will help to build a positive image of the organisation.
- f. We will increase our involvement in networks such as Irish in Britain, LIF cultural connectedness, European Folk Network and Sound Sense.
- g. We will strengthen our governance at provincial council and board level.

**By 2026, we hope to see Increased social media engagement, increased engagement with website and website traffic, regular attendance at networks and partnerships forming, growth of email list, and a feeling across the organisation that communications have improved.**

**Appendix 1: Full year on year delivery plan:**



	YEAR ONE	YEAR TWO	YEAR THREE
	<p align="center"><b>Project 1: FLEADHANNA, EVENT DELIVERY AND BRANCH CO-ORDINATION</b></p> <p align="center"><b>Feedback identified:</b></p> <p align="center">Much of staff time spent co-ordinating fleadhanna, events and administrative issues with branches.            Problems with time pressures facing volunteers, and blurred line between staff and volunteer responsibilities.            Suggested that “Fleadh Liaison” responsibilities as part of staff roles would allow staff to organise time better. Suggested Fleadh Liaison would look at venue and signing contracts on behalf of Comhaltas, which would allow more organisation, consistency across the years, take some pressure off volunteers. Volunteers still in charge of most elements of fleadh but Fleadh Liaison working closely with committee.</p> <p align="center"><b>Strategic Goal:</b></p> <p align="center">Fleadh organisation more streamlined.            Clear distinction between role of volunteers and role of staff.            Maintained delivery of events.</p> <p align="center"><b>Key measures:</b></p> <p align="center">Highly rated, successful events.            Growth in attendance at Fleadhanna and other events.</p>		
<b>Fleadhanna</b>	<b>Establishment of Fleadh Liaison elements to role, co-ordinating mainly provincial All Britain Fleadh but can also be called upon for regional fleadhanna</b>	Maintain	Maintain
<b>Events (including ABCs, Convention)</b>	Maintain Planning and Delivery of Events	Maintain	Maintain
<b>Concert Tour</b>	Maintain planning and Delivery of Concert Tour	Maintain	Maintain
<b>Archives</b>	Maintain help with collection and delivery of archive material	Maintain	Maintain
	<p align="center"><b>Project 2: YOUNG PEOPLE, COMMUNITY &amp; INCLUSION</b></p> <p align="center"><b>Feedback identified:</b></p> <ul style="list-style-type: none"> <li>• a drop off in engagement in branches in younger people, particularly in ages 15-18.</li> <li>• a lack of young people getting involved as new members, or branches struggling to recruit and maintain them.</li> <li>• lack of knowledge if people moved house/to study, didn't know how to get in contact with a new branch</li> <li>• lack of awareness that there are opportunities within Comhaltas for young people beyond learning an instrument           <ul style="list-style-type: none"> <li>• need for connections and community between branches and outside of branches               <ul style="list-style-type: none"> <li>• need for stronger sense of community in branch</li> </ul> </li> </ul> </li> <li>• Comhaltas in Britain in general needs to open up beyond Irish communities</li> </ul>		



	<p style="text-align: center;"><b>Strategic Goal:</b>  <b>Stronger, more connected communities in branches and across Comhaltas in Britain</b>  <b>Young People engaged in traditional music.</b>  <b>Young people aware of opportunities Comhaltas can provide.</b>  <b>Establishment of Diversity network to improve practises within Comhaltas.</b></p> <p style="text-align: center;"><b>Key measures:</b>  <b>People feel welcomed and connected as part of branch (meeting new people, forming friendships etc)</b>  <b>Young people express positive feelings toward traditional music.</b>  <b>Young people attending sessions and other activities outside lessons.</b>  <b>Young people aware of opportunities to learn outside instrument.</b></p>		
<a href="#"><u>Ambassadors</u></a>	<b>Establishment of two ambassador roles- one scottish, one english. Invites to events, support on social media, potential engagements /workshops (paid where teaching, but note this is a voluntary role)</b>	Add one	Add one
<a href="#"><u>Structured support for youth officers</u></a>	<b>Job roles circulated to two youth officers, catch up with Theresa about the role, access and diversity training, and training in collecting feedback? Support from staff to develop mechanisms to speak to youth. (Social media take over)</b>	Maintain <b>Establish Youth Board</b>	Maintain
<b>Social media campaign around September - join your local branch of Comhaltas</b>	Running campaign targeted at Universities near branches, people should get in touch with us where they want to be put in touch with their local branch. Scheduled for 25th September.	Maintain	Maintain
<b>Social Media series on What Comhaltas can do for you?</b>	Creation of resource to be posted around September (UCAS opening) and January (UCAS close). Scheduled first traunch 10th October.	Maintain	Maintain
<b>Branches encouraged to form youth sessions and get togethers - Leeds example</b>	As part of training series online (mentioned below)	Maintain	Maintain



Health and Wellbeing	ESP funded project tbc	?	?
Set up of Diversity and Inclusion group	Patrick leading Diversity and Inclusion group (End of Jan project semi-developed)	Development of initiatives via consultation (ESP funded)	Maintain and grow
Regional connections-Branch twinning	Creation of resources , ideas - leaflets developed for branches in Ireland. Development of monitoring system. (sharing our success). Twinning with province in Ireland to be floated with PC.	Branch twinning programme, trialling with 4 or 6 branches. (Twinning with Province to be announced. Relationship established between provinces.)	Growth of branch twinning programme (Potential for residential- youth project/interbranch).
Workshops		Dealing with performance nerves	Sound tech workshops and others from consultation with youth board
Involving families		Parents Learning scheme	
<p><b>Project 3: TRAINING AND RECOGNISING VOLUNTEERS</b></p> <p><b>Feedback identified:</b></p> <ul style="list-style-type: none"> <li>• <b>Volunteers would like consistent training in marketing, fundraising, forming links with other organisations and the general running of their branches</b> <ul style="list-style-type: none"> <li>• <b>Branches wanted to learn from success stories of other branches</b></li> <li>• <b>Volunteers needed central place to go to get resources that was up to date</b></li> </ul> </li> <li>• <b>Volunteers and branches need direct contact with staff and to know who to contact in the organisation for help</b></li> </ul> <p><b>Strategic Goal:</b></p> <p><b>Stronger volunteer teams in branches and on committees</b>  <b>Volunteers are well equipped with knowledge and resources</b></p> <p><b>Key measures:</b></p> <p><b>Volunteers showing increased knowledge in a range of areas</b>  <b>Volunteers increasingly feeling supported by Comhaltas in Britain</b>  <b>Volunteers know who to contact if they need support</b>  <b>Volunteers know where to access resources</b></p>			
<a href="#">Online programme of training</a>	Establishment of online programme of training including role and structure of Comhaltas, ESP, fundraising, project planning, marketing and social media, adjudicators, clerks, and other sessions as asked for by members (running meetings, connecting with community). Creation of calendar for the year with full details.	Maintain and add to as and where training requested	Maintain, and becomes self sustaining, whereby volunteers are training other volunteers in branch



<b>Update of resource section on website</b>	<b>Templates and checklists</b> <b>Volunteer job descriptions</b> <b>Planning Fleadh, meeting templates etc</b> <b>Minutes for PC meetings made available?</b>	Maintain	Role learning sets (Chair) IIP
<b>Recognising and rewarding volunteers</b>	<b>Volunteer managers' manual</b> <b>Volunteers' document incorporating volunteer log</b> <b>In consultation with CLOver HR</b>	<b>Consultation with branch network and attendees to training- how volunteers would like to be rewarded.</b> <b>Development of Volunteer awards</b>	Delivery of reward/recognition.
<b>Clear contact detail for staff on website/social media</b>	Page created on website, or contact details added in relevant places	Maintain	Maintain
	<p><b>Project 4: TEACHER TRAINING</b></p> <p><b>Feedback identified:</b></p> <ul style="list-style-type: none"> <li>• lack of teachers in some areas in Britain</li> <li>• young people feel unconfident in taking steps to become teacher             <ul style="list-style-type: none"> <li>• cost of training (in Ireland) is incredibly expensive</li> <li>• no co-ordination between teachers in Britain</li> </ul> </li> <li>• organisation doesn't have track of teachers in Britain</li> <li>• Potential for Comhaltas work to be delivered in schools</li> </ul> <p><b>Strategic Goal:</b></p> <p>Teachers are more connected with each other and organisation            Teachers in Britain can access training without huge costs            Teachers feel confident to bridge gap between Pre-TTCT and TTCT</p> <p><b>Key measures:</b></p> <p>Teachers showing increased skill            Teachers showing increased confidence            Teachers more connected with org and each other            Establishment of relationships with schools</p>		
Scholarship	<b>Established and first 2022 awardee on course in autumn. Working with Dublin to set criteria.</b> <b>Widespread promotion.</b>	Maintain	Maintain



Teachers' Forum	Establishment of teachers' forum	Maintain and grow	Maintain and grow
Directory	Establishment of teachers' directory	Maintain and grow Make available online	Maintain and grow
ESP funded work to support teachers into schools	<b>Delivered from ESP funding 2022-23</b>	Potential growth depending on success of programme	Potential growth depending on success of programme
Teacher training programme (fills gap between Pre-ttct and TTCT)	<b>Approach, conversation with Dublin about situation in Britain regarding teachers. Explore options w Dublin. "Live teachers forum day" 25/26th Feb.</b>	<b>Delivery of pilot programme plus mentoring in England</b>	<b>Growth of programme - potential second delivery in Scot/Eng</b>
Taster sessions in branch 15-18 years			Delivery of Q&A sessions to younger members on teaching
School delivery	Promotion of school resources - mapping out what's happening.	Maintain and establish relationships with schools in one to three areas	<b>Potential for intensive work in schools</b>
	<p><b>Project 5: IRISH LANGUAGE</b></p> <p><b>Feedback identified:</b></p> <ul style="list-style-type: none"> <li>• Irish language work not viewed as important as music</li> <li>• Members enjoy where music/language crosses over</li> <li>• More chance to engage with language at large events wanted</li> </ul> <p><b>Strategic Goal:</b></p> <p><b>Working in partnership with Irish Language organisations</b></p> <p><b>Key measures:</b></p> <p><b>Members show increased support for language (positive feeling)</b>  <b>Growth in numbers for music and language activity</b>  <b>Organisation networks with other Irish Language organisations in Britain</b></p>		
Support and signposting other organisations' work in Britain	Via social media, distribution of contacts at events	Maintain	Maintain



Growth of sean-nós, Irish Language song	Live workshops at Fleadh/Convention	Pilot song weekend with Glasgow	Maintain, depending on success
	<p align="center"><b>Project 6: COMMUNICATIONS</b></p> <p align="center"><b>Feedback identified:</b></p> <ul style="list-style-type: none"> <li>• Members struggling to receive information</li> <li>• Website currently hard to find information on</li> </ul> <p align="center"><b>Strategic Goal:</b></p> <p align="center"><b>Communications to members increased and more easily accessed</b></p> <p align="center"><b>Key measures:</b></p> <p align="center"><b>Increased social media engagement</b></p> <p align="center"><b>Increased engagement with website and website traffic</b></p> <p align="center"><b>Regular attendance at networks</b></p> <p align="center"><b>Growth of email list</b></p>		
Website redesign	Seeking funding	Website redesign	Maintain
Network engagement	Involvement in networks such as Irish in Britain, LIF, European Folk Network, Sound Sense	Maintain	Maintain and potential partnership work on wider issues facing traditional music in Britain
Social media strategy		Creation of social media strategy for organisation	Maintain and grow (extra resource needed?)
Blog (long form website content)		To compliment the sharing sessions- celebrating work done in branches	Maintain
PR	Develop list of press contacts (share w Patrick)	Maintain	Maintain
Email newsletter	Growth of email list	Growth	Growth
CRM	Dublin (P&P) to create new CRM that will allow us access to members' details	Maintain	Maintain
Policies	Update policies and review in August	Maintain schedule of review	Maintain schedule of review