



PEACEPLUS
Northern Ireland - Ireland

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Executive
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Communications Plan

Communications Plan Purpose

Fermanagh & Omagh District Council (Lead Partner) and partner organisations are responsible for the delivery of the RESTART Project. For the project to realise publicity opportunities, there needs to be a communications plan that adheres to SEUPB requirements and ensures consistent, accurate, and timely dissemination of information to all stakeholders.

The communications plan will outline key messages, target audiences, communication channels, and branding guidelines in line with SEUPB visibility rules. It will also establish procedures for approvals, monitoring, and evaluation to ensure compliance and maximise the project's visibility and impact across the programme area.

SEUPB has specific requirements relating to communications that all projects must adhere to. These can be found at <https://www.seupb.eu/sites/default/files/202412/PEACEPLUS%20Communication%20Guidelines%20-%20Update%20Dec%202024.pdf>

Version History

Version and Date	New in this version
Version 1 – June 2026	Original

1. Introduction

This Communications Plan sets out how the PEACEPLUS RESTART Project will communicate its aims, activities, and impact to stakeholders, participants, partners, funders, and the wider public.

It will:

- Raise awareness of the project and its goals
- Promote participation and stakeholder engagement
- Share impact and success stories
- Support transparency and accountability to funders
- Contribute to long-term peacebuilding narratives
- Detail actions should for communication should any crises arise during project delivery

2. Project Overview

RESTART is an investment of €8.4 million under Investment Area 4.2 - Rural Regeneration and Social Inclusion - of the PEACEPLUS programme. The project, aptly named RESTART, an acronym for Rural Economic & Social Transformation And Resilience Transition Together, will see significant strategic investment in the towns of Newtownbutler, Clones and Belturbet. The project is supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB).

Lead Partner	Fermanagh and Omagh District Council
Local Authority Partners	Cavan County Council Monaghan County Council
NGOs	Clones Family Resource Centre Erne East Community Partnership Limited Clones Erne East Community Sports Facility Management Company
Budget	€8.4 million
Start Date	1 September 2025
Duration	36 months

The overall objective of RESTART is to *directly improve the quality of life of people living and working in the greater Clones, Erne East and Belturbet areas* that form a micro region that straddles the border and improve the social and economic characteristics of the region dramatically. This will be achieved through a

comprehensive and targeted programme addressing significant social and economic inequalities experienced by this peripheral border location leading to greater social cohesion, increase provision in shared space and services in rural areas, improve health outcomes and turn the tide of rapidly increasing rates of dereliction vacancy and loss of key services to the 3 towns in the region.

3. Communication Objectives

The objectives for the Communications Plan are:

1. Raise awareness of the PEACEPLUS RESTART Project across the target area.
2. Promote participation among identified beneficiary groups.
3. Demonstrate impact and value for money.
4. Highlight cross-community and cross-border collaboration.
5. Ensure compliance with PEACEPLUS communication guidelines.
6. Provide an appropriate communication response to any crises that may arise.

4. Target Audiences

Primary Audiences	<ul style="list-style-type: none"> • Project participants • Community and voluntary organisations • Residents • Community leaders • Elected Members
Secondary Audiences	<ul style="list-style-type: none"> • Statutory agencies • Other funded projects • SEUPB • Media Outlets
Internal Audiences	<ul style="list-style-type: none"> • Project staff • Delivery partners • Associate Partners • Board/Working Group members

5. Key Messages

- The RESTART Project is funded through the PEACEPLUS Programme and managed by SEUPB.
- The project promotes peace, reconciliation, and positive community relations.
- It supports inclusive participation and shared learning.

- It contributes to a more connected, resilient, and sustainable rural communities.
- It provides tangible opportunities for individuals and groups to engage meaningfully.

All communications should be:

- **Community-centred** – rooted in local voices and lived experience
- **Inclusive and accessible** – removing barriers to information
- **Clear and plain language** – avoiding jargon
- **Timely and consistent** – regular, reliable communication
- **Respectful and ethical** – reflecting equality and diversity values

6. Communication Channels and Content

Digital	<ul style="list-style-type: none"> • Dedicated project webpage https://www.fermanaghomagh.com/services/community/restart/ • Social media – all partners
Traditional Media	<ul style="list-style-type: none"> • Press releases • Local radio interviews • Community newsletters • Local newspapers
In-Person Engagement	<ul style="list-style-type: none"> • Launch event • Community information sessions • Workshops and training sessions • Partner meetings • Associate Partner meetings • Celebration/showcase events • Case studies and human-interest stories
Printed Materials	<ul style="list-style-type: none"> • Posters/flyers • Pop up banners • Participant information packs
Content Type	<ul style="list-style-type: none"> • Participant stories and testimonials • Project updates and milestones • Event promotion and coverage • Videos and visual storytelling • Impact reports and infographics

Communications content will develop tailored communication messages based on the needs and interests of stakeholders. Regular updates will promote sense of local ownership and responsibility for the project and ensure transparency and credibility for project delivery.

Fermanagh and Omagh District Council as the Lead Partner will act as the official spokesperson for the project and take the lead at events such as launch and final celebration events. The Council is also responsible for maintaining the official RESTART webpage.

7. Branding, Visibility and Compliance

Ensure compliance with PEACEPLUS branding requirements:

- Use official logos and templates consistently
- Acknowledge SEUPB as the funder in all materials
- Maintain a clear visual identity (colours, fonts, imagery)
- Ensure inclusive imagery and language

SEUPB logo must be clearly visible on all publicity material and approval **MUST** be sought for all promotional items – pop up banners, flyers, posters, publications etc.

The strapline *Supported by PEACEPLUS, a programme managed by the Special EU Programmes Body (SEUPB)* must also be referenced when using the PEACEPLUS logo.

SEUPB PEACEPLUS Communication Guidelines provide full detail of requirements for funded projects.

<https://www.seupb.eu/sites/default/files/2024/12/PEACEPLUS%20Communication%20Guidelines%20-%20Update%20Dec%202024.pdf>

SEUPB logo

RESTART logo





Partner logos

9. Roles and Responsibilities

- **Project Lead Fermanagh and Omagh District Council** – Quarterly reporting to SEUPB. Communications lead for the project.
- **Project Board** – Strategic oversight of delivery of Communications Plan.
- **RESTART Project Manager** – Content creation, media liaison and Communications Lead with SEUPB including for all approvals. Presenting reports to Project Board on comms activities.
- **Project Partners** – Local promotion, participant engagement and content creation. Partners must keep Project Manager informed of planned comms activities.

10. Budget

As Lead Partner Fermanagh and Omagh District Council has responsibility for the management of the comms budget of €30,000 for the lifetime of the project. This covers costs associated with project launch, promotional materials pop-ups, signage and end of project celebrations. The budget will be reviewed regularly at Project Board meetings and is subject to scrutiny by the external financial controller at claim submission.

11. Monitoring and Evaluation

Communication impact will be assessed as part of the external evaluation of RESTART. This will look at success indicators social media reach and engagement, media coverage achieved and participant feedback.

12. Crisis Communications

Responding effectively and appropriately to crises that may arise over the duration of the RESTART project is integral to ensuring its successful implementation.

Fermanagh and Omagh District Council has a dedicated Crisis Communications Team that will liaise directly via the RESTART Project Manager with the RESTART Project Board to assess emerging situations, manage risks, and determine an appropriate course of action where required.

The objectives of crisis communication are:

- Minimise the negative impact of crises on the RESTART project and its stakeholders and SEUPB as funding body.
- Maintain transparency, accuracy and consistency in all communication efforts.
- Ensure the safety and wellbeing of project staff, beneficiaries and stakeholders,
- Preserve the reputation and credibility of the project, the project partners and the SEUPB as funding body.

The approach detailed below outlines the key components of crisis communication:

- **Preparedness and Planning**
A proactive approach will be maintained through the development of a crisis communication plan, including predefined roles, responsibilities, and communication protocols. Key risks will be identified in advance, alongside appropriate mitigation strategies. The risk register will be continuously update and reviewed at each Project Board meeting to ensure that it reflects any emerging issues that may require a crisis communication response.
- **Clear Lines of Communication**
Effective communication channels will be established between the Crisis Communications Team, the RESTART Project Board, stakeholders, and the public to ensure accurate and timely information flow.
- **Rapid Response**
In the event of a crisis, a timely response will be prioritised. Initial statements will be issued promptly to acknowledge the situation, provide verified information, and outline immediate actions being taken. Responses may include:
 - Acknowledgement of the crisis: clearly state that a crisis has occurred and provide basic details.

- Current situation: explain the status of the crisis and its impact on the project.
- Action taken: describe the immediate actions taken being taken to address the crisis.
- Safety and wellbeing: highlight steps taken to ensure the safety and wellbeing of all involved parties.
- Next steps: outline proposed steps for resolving the crisis and getting the project back on track.
- Contact information: provide contact details for inquiries and support.
- **Consistency and Accuracy of Messaging**

All communications will be coordinated to ensure consistency, clarity, and factual accuracy, reducing the risk of misinformation or reputational damage.
- **Stakeholder Engagement**

Relevant stakeholders, including funders, community partners, and participants, will be kept informed through appropriate channels, ensuring transparency and maintaining trust. Communication channels to be used to disseminate information promptly include:

 - RESTART webpage
 - Partner social media platforms
 - Press releases
 - Direct email communications to stakeholders and beneficiaries
- **Media Management**

All media enquiries will be handled through the Crisis Communications Team, ensuring a controlled and professional response that aligns with agreed messaging. The designated official spokesperson from Fermanagh and Omagh District Council will be responsible for addressing media inquiries and delivering consistent messages.
- **Monitoring and Review**

The situation will be continuously monitored, with communications adapted as necessary. Following any crisis, a review will be conducted to identify lessons learned and improve future response strategies.