

Sanctus St Marks



Sanctus St Marks Communications Strategy – Updated November 2017

Background

Sanctus St Marks was birthed from the ministry of St Marks Church in Shelton in 2014 and has attracted widespread publicity locally and nationally for its work with refugees and asylum seekers. Although Sanctus St Marks and St Marks Church are closely linked and share a leader in the Revd Sally Smith (who is vicar of St Marks and Vice Chair / Managing Director of Sanctus St Marks), Sanctus St Marks is an independent Community Interest Company (c.i.c.). This strategy concerns Sanctus St Marks.

Objectives

- To communicate the good work of Sanctus St Marks in a sustainable way as a practical outworking of the kingdom of God in Stoke-on-Trent and Lichfield Diocese
- To reflect the wider Diocesan vision to 'Come follow Christ in the footsteps of St Chad' by highlighting positive stories of Discipleship, Vocation and Evangelism
- To communicate this within the Diocese's wider mission as part of the Five Themes, particularly Transforming Communities, Practising Generosity and Growing Disciples
- To contribute positively to the national debate on asylum seekers, refugees and immigration

Approach

- For Sanctus St Marks MD and the Diocesan Director of Comms (DDC) to work together in pursuing positive media opportunities that support the objectives above
- When appropriate, for the DDC to handle and filter media inquiries about Sanctus St Marks to support MD
- For Sanctus St Marks staff, volunteers and clients to refer media enquiries they receive to MD for liaison with DDC
- For the Diocesan Communications Team to offer wider support/advice where appropriate eg website, videos, social media and branding
- To encourage a joined-up communications approach with other agencies involved in Sanctus St Marks or engaged in similar work in the Diocese
- To have clear and positive messaging around sensitive issues
- To highlight the Bishop of Lichfield's role as Patron of Sanctus St Marks

Key Messages

Sanctus St Marks is a support group for refugees and people who are seeking asylum in the UK. It aims to walk alongside people who find their way to them, from all around the world, in a non-judgemental and safe environment. Find out more at www.sanctusstmarks.co.uk and on their [Facebook page](#).

Sanctus St Mark's welcomes all, regardless of faith, nationality or background. This includes those who've lived in Stoke-on-Trent their whole life and those who arrive as asylum seekers or refugees.

Many Sanctus beneficiaries have fled war or persecution in their home countries. They and their young families are in a desperate situation with very little or no financial support.

Sanctus has worked closely with people from the local community and local organisations and is thankful for their ongoing support.

Sanctus St Marks is supported by the Diocese of Lichfield and The Bishop of Lichfield, the Right Revd Michael Ipgrave, is its Patron.

Sanctus St Marks is not out to proselytise or convert – but accepts all with the love of Christ and offers to help them on their journey of faith if they want this.

Some beneficiaries have responded to the kindness that they've encountered and become part of the worshipping community at St Marks Church.

Sanctus St Marks only continues because of support from partner organisations and the generosity of local people – whether that's volunteering at the drop-in or buying a house for families to live in. Find out how you can contribute at www.sanctusstmarks.co.uk

Application of this policy

We would ask all to note and support this policy and to use the Sanctus banner below on all correspondence, emails etc relative to Sanctus.

Contact Details

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Revd Sally Smith – Facebook page administration

November 2017

