

This is... **Our Street**



Approach to development of scripts, storylines and other written materials to support the 'Our Street' campaign

Proposal submitted by Ben Thompson, May 2014

Background

'Our Street' is a communications campaign managed by NHS West and South Yorkshire and Bassetlaw Commissioning Support Unit to explain proposed changes to health and social care services as part of the Mid Yorkshire Hospital NHS Trust's 'Meeting the Challenge' transformation programme.

Our Street is comprised of short animated films and will be supported by a website, social media activity and other written materials.

Three animations have been created to date, and the first of which – Doris' Story – will be launched to the public in May 2014.

NHS West and South Yorkshire and Bassetlaw Commissioning Support Unit and Wakefield Clinical Commissioning Group require story scripts to link the characters of Our Street together and provide a context and environment through which the Meeting the Challenge transformation programme can be explored and explained.

Proposed approach

In line with the animations, and based on our conversations; to meet the requirements of the campaign, I will use four guiding principles:

Simplicity

The purpose of the storylines is to connect the characters, but more importantly it is to explain changes to health and social care services. Adding layers of complexity will undermine this process. Each piece of writing will address a specific directional, thematic or situational issue on Our Street and will not stray beyond its remit.

Flexibility

Simplicity will, in turn, allow for maximum flexibility with the story and scriptwriting aspects of Our Street. Characters may need to be taken in various directions and deal with a variety of situations. A flexible approach will ensure character behaviour won't betray the overall aims of the project. As per the CSU's requirements, the campaign and partner organisations will set the agenda, and the residents of Our Street will act accordingly.

Focus

Scripts will always keep the campaign's central message at their core. Like the existing animations for Doris, Terry and Bill, this will be done with finesse; small details and nice touches, but never losing sight of the overall purpose of the piece.

Relatable storylines

Each script will be written for the audience an issue is dealing with. This will be achieved by informal discussion with relevant groups or individuals in the local community – a regular component of my writing process.