

The background of the entire page is a complex, abstract geometric composition. It features overlapping translucent shapes in shades of blue, yellow, and white. A large, stylized white 'C' and 'R' are visible in the upper left, and a large blue 'P' is in the center. A yellow star-like shape is on the left, and a white shape with a grid of dots is on the right. The overall effect is a modern, layered, and textured design.

AWARDS FOR  
EXCELLENCE IN  
**PUBLIC  
RELATIONS**  
**2019**

# Best Long-Term Campaign



*Mari O'Leary, FPRII, Chairperson, Public Relations Consultants Association and Roddy Guiney, FPRII (Life), Chairman, Wilson Hartnell.*

## Campaign

National Stadium – Local Community

## Description of Campaign

In June 2018 Aviva Stadium and the local community celebrated €1 million invested in local projects through the Stadium's CSR programme. It was a journey however that began in a different time and place, September 2004, when the local community was very much against the redevelopment of Lansdowne Road.



## Public Relations Consultant

Wilson Hartnell



## Client

Aviva Stadium

## Background to the Campaign

In 2004 the Lansdowne Road Stadium Development Company (LRSDC) was set up by the IRFU and FAI to redevelop Lansdowne Road. The project was to be funded by the IRFU, the FAI and the Government.

From the outset good communications particularly with the local community was deemed to be vital. This was reflected in WH being the first appointment by LRSDC. The appointment after a procurement process was for all communications but with an emphasis on ensuring that the local community were kept informed.

It was also agreed that the opportunity should be availed of, not alone to re-build relationships with the local community, but also to do so with the long-term objective of ensuring that such relationships endured when the new stadium was operational.

From the beginning it was agreed that the existing relationship would only be repaired when a new climate of trust was established and when the stadium became a real part of the community.

## Programme Planning And Strategy

The overall strategy was to ensure that nothing could happen that would in any way impact on the plans to build a better – and long-term – relationship with the local community. They were the ‘ultimate target audience’ but there was a realisation that the communications by other stakeholders could impact negatively.

To that end one of the first things done by WH was to draw up a ‘Communications Protocol’ which had to be adhered to by everyone involved with the project. All communications in relation to the project would need to be cleared by WH. Everyone adhered to an agreed set of messages. At the height of the project ninety companies (employing 6,000) were involved. All signed up to the protocol.

### The Planning Process

The first task for WH was to research the local community. We did by hosting a number of meetings for residents and resident associations. We also included locals, Councillors and TDs. Every meeting was minuted and the minutes circulated. There was total transparency from day one.

The overall programme in the 18-month build-up to lodging for planning included:

- Regular meetings with concerned residents.
- Tour of all houses bordering on the stadium.
- Simultaneous unveiling of plans to residents/media on lodgment day.
- Dealing with specific issues where we agreed to re-house residents during construction.
- Exhibition of final plans for the wider community.

In putting together the planning application WH and LRSDC were in full agreement that we needed an ongoing CSR programme to invest in local initiatives. This resulted in the creation of a **Community Fund** which we informed Dublin City Council of, and which they made a condition of the planning.

### The Construction Phase

In May 2007 demolition works started. A number of key elements in the overall community relations programme now came into play namely:

- Ongoing communications protocol.
- Regular communications with local community.
- Creation of Project Monitoring Committee.
- Launch of Community Fund.

All of the above were fully explained to the local community and were followed through as ongoing proof that **we would always do what we committed to.**

### Community Fund

Our CSR initiative, the Community Fund (€100K annually) is enshrined in the planning permission. It will therefore be in place for a minimum of **fifty** years and for the life of the stadium. It is to fund suitable projects for organisations, schools, clubs, etc. within 1km of the stadium. An independent assessor meets every project and makes a recommendation. The PMC approves same.

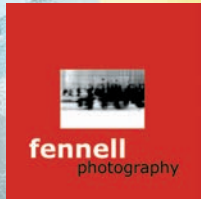
As part of the stadium’s commitment to the local community the fund began in 2007 before work started. In June 2017 it passed the €1 million invested in the local community supporting schools; charitable organisations; clubs; church organisations; restoration projects; literary projects; and the creation of a community garden. In total over 400 separate projects have now been supported to date.

---

## Measurement

This is not a project that can be measured in traditional ways. However, given the overall objective of the communications programme it has been a great success.

1. Today the stadium and the local community work in total harmony. The stadium is seen as a valued member of the community.
2. There were no complaints in relation to the stadium in 2019 – the 8th successive year this has been achieved.
3. The Stadium's CSR initiative, the Community Fund continues in the form it was set up to build relationships with the local community.
4. Such has been the success of the programme is the fact that on behalf of the stadium WH has provided advice to other stadia projects.



**KANTAR**

**rrd**

**RUEPOINT MEDIA**

