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THE RURAL HEALTH PARTNERSHIP

<https://rhpsa.org> - (under construction)

UNDER DEVELOPMENT



The Rural Health Partnership was established in March 2002, to “enhance the abilities, improve and sustain the quality of life of women and men living in the South Armagh Area who are experiencing mental health problems”. Working in the greater South Armagh area including places like Dungannon, Portadown and Newry they aim to aid families, farming families and settled travellers in the most rural parts of South Armagh as they are the most in need due to being isolated from mental health aid like those in Urban environments.

The partnership strengthens and supports local rural communities and provides them with training, education and the ability to develop personally in ways they would not be afforded otherwise. They deliver programmes and courses alongside other providers to promote self care, mental health and physical activity with a strong emphasis on those who are isolated and suffer from mental health problems related to the rural lifestyle. With plans for a spring launch the Rural Health Partnership wish to burst into the spring scene with a fresh and new visual identity, something memorable and visually their own. The current logo has become a recognisable identity to those familiar with the them, it hasn't provided them with the recognition they need in order to expand and get the word out there about the amazing work they do day to day.

PROJECT SUMMARY



We are going to develop a new visual identity for the Rural Health Partnership, this incorporates a new logo and colour scheme, this will help modernise the current brand. We will showcase mockups of this logo utilised on various promotional material like pens, as well as on apparel that can be used by the course directors. Other promotional material, such as pop ups will be designed to allow the company to advertise their services at events. We will also develop a website using Wordpress, this will allow for easy editing of the website without the need for advanced coding capability. A motion graphic will be developed that showcases what services the Rural Health Partnership provides, as well as other information such as their aims and objectives, this motion graphic will be utilised on the website and on social media.



OBJECTIVES



Why is this project needed?

It is clear that the RHP would greatly benefit from a rebrand. Their existing logo/banner is in need of a professional refresh. Whilst their team is very active on social media, they need a professional website so they can share the diverse portfolio of services they provide the rural community. They support so many critical educational programmes across their local district and having a website as their central hub would help raise awareness to their extensive work, reach a wider audience and make it easier for potential funders to support their delivery.



TARGET AUDIENCE



The primary target audience is rural families, individuals, older members of the community, settled travellers and individuals needing mental health support in the local rural areas. As Facebook is the main source of engagement along with physical promotion, a social media campaign developed using Instagram and Facebook will allow for more people in the local community to become aware of the partnership.

This partnership offers educational programmes, community celebrations and classes including South Armagh Women's Group, Weekly Walking Groups, Painting Day At The Farm. The diverse range of educational programmes and events attract a wide variety of people from the local community.



BENCHMARKING

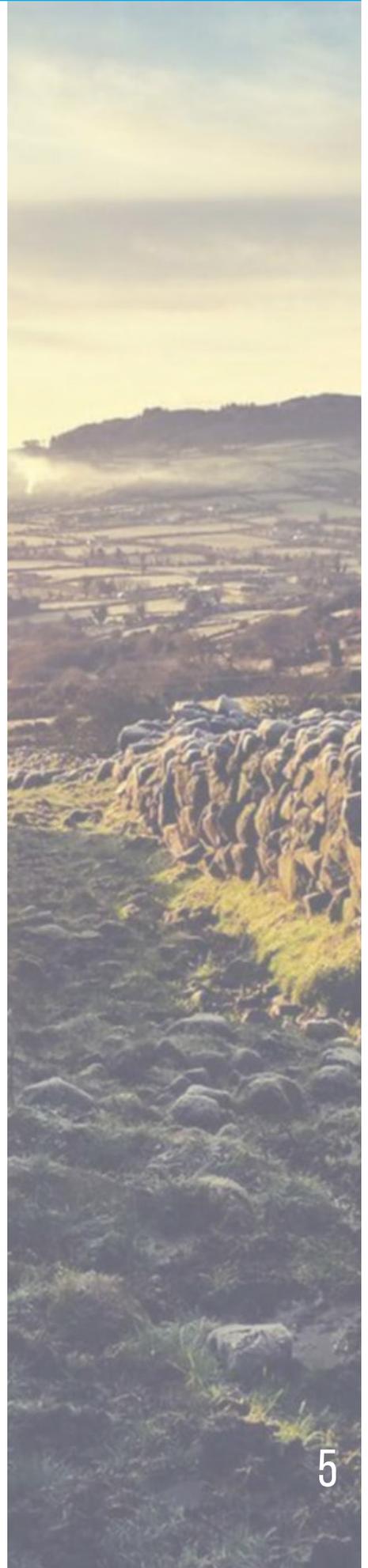


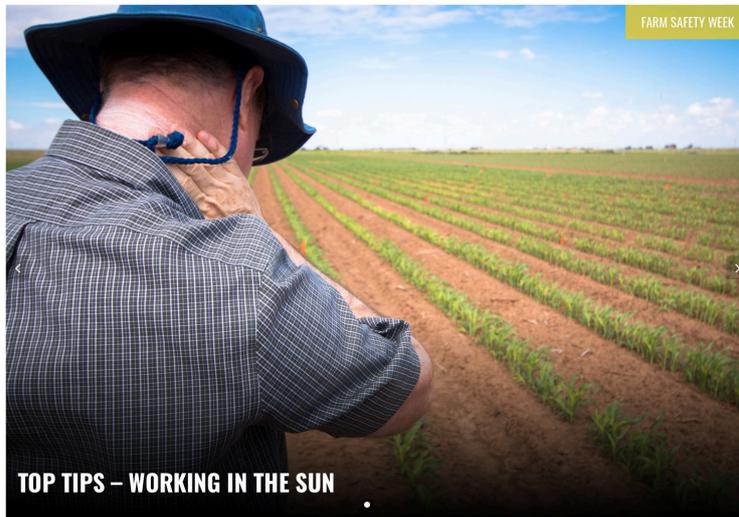
In project management, benchmarking is often undertaken to help inform the decision process. Benchmarking is the process of measuring performance against other comparable websites to allow for the best possible outcome. Our group picked 6 similar websites to benchmark from within the UK to compare for best practices, design and functionality.

The 6 websites are:

- Yellow Wellies
- Mental Health Foundation
- Rural Support
- Action with Communities in Rural England
- Action Mental Health
- National Centre for Rural Health and Care

We collated the data from these websites and have presented this information on the following pages.





The strengths of the YW website is mainly how professional the website is, with a clear message, a consistent colour scheme and brand identity, along with a primary menu containing each relevant page with all the relevant content, a link to all there socials in the header and footer, with plenty of images and videos throughout the website to keep it lively.

The only noticeable weaknesses are it's slightly slow loading time, a lack of interactivity to further help engagement and it's inability to be read in multiple languages.

Overall I rated this website at 77.35%. This is due to the fact that this is an excellent ex-ample of a professional website that manages to keep it's brand consistency and get it's main point across without becoming too text heavy. They do a great job of linking the so-cials and not having the website feel static, while linking to all the relevant information, advice and resources you would expect from a charity based website.

Good mental health for all

Mental Health Foundation

View our work in [Scotland](#), [Wales](#) and [Northern Ireland](#)

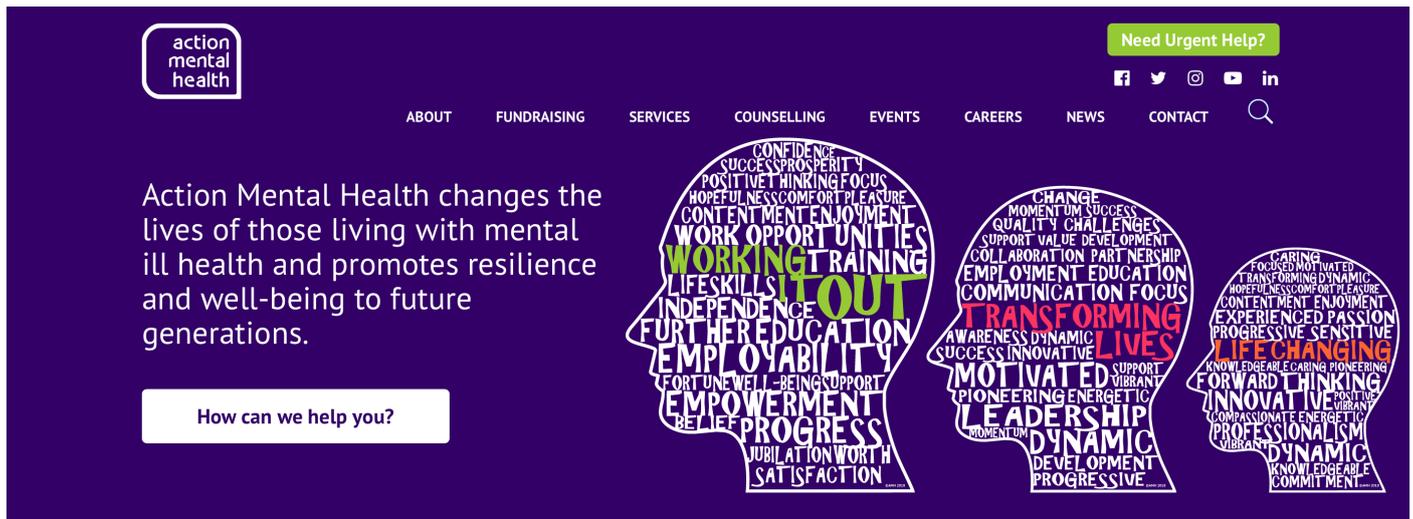
Prevention is at the heart of our work in mental health.

Prevention and mental health

Mental health topics: A-Z

This website features several strengths that would be applicable to the development of our website, such as the donate feature, which is accented with a bright orange button that stands out against the blue website, serving as a call to action for the user. Another strength of this website is its use of images. The hero image on the homepage is very eye-catching, and having images serve as hyperlinks aids the user in visually distinguish-ing the various pages of the website.

The Mental Health Foundation website, while aesthetically pleasing is confusing to nav-igate, due to the number of hyperlinks and pages only accessible from specific pages it would be easy for a user to become lost, especially without a sitemap.



The Action Mental Health website scored an overall rating of 62.10%. This is by no means a low score or means the website itself was bad as it had strengths as well as some weaknesses that we should consider when creating the Rural Health Partnership website. Some of the notable strengths are its landing page as it combines graphics and text to introduce the user and explain what they are all about.

This is a great idea as it lets the user know right away without having to navigate through the site to figure out what you do. Another strength would be the donate button, however it would have been better placed toward the top of the page perhaps beside the “Need urgent help?” button which is another incredible feature as this is a call to action for those who need urgent help and don’t have to spend unnecessary time navigating the site.

A weakness I found was its search feature. There is a noticeable search button on the navigation bar however upon clicking you are brought to a different page to search, while not a huge problem I think it may be better to simply have a search bar work on every page as load times are different for everyone and it might frustrate users if they have to load up a new page to search.



Support Line: 0800 138 1678 | General Enquiries: 028 8676 0040

[What We Do](#) ▾ [Support Our Work](#) ▾ [Who We Are](#) ▾ [Get in Touch](#)[Donate](#)

Building Strong Farm Families

Rural Support provides impartial guidance for farmers and farm family members in support of their farm business and personal wellbeing.

[→ Get Support](#)

From the six sites that we selected for comparison, Rural Support placed 3rd, scoring 67.50%. This is a very professionally made website with its mission statement clear from the get go. “Building Strong Farm Families” by offering support and guidance which is evident throughout the website.

The navigation is clear and concise. The drop down menus show there’s a wealth of information just a few clicks away. We feel this could be improved by offering a search function to help users navigate the site more efficiently, with a return to the top of the page button adding further value. The included breadcrumb feature is always a bonus and we aim to implement similar features in the final project.

From Inspecting the code we can see that Wordpress has been used which keeps the functionality to a high standard.

There is a little room for improvement, but overall the website is an excellent example and fit for purpose.



ACRE (Action with Communities in Rural England) is a national

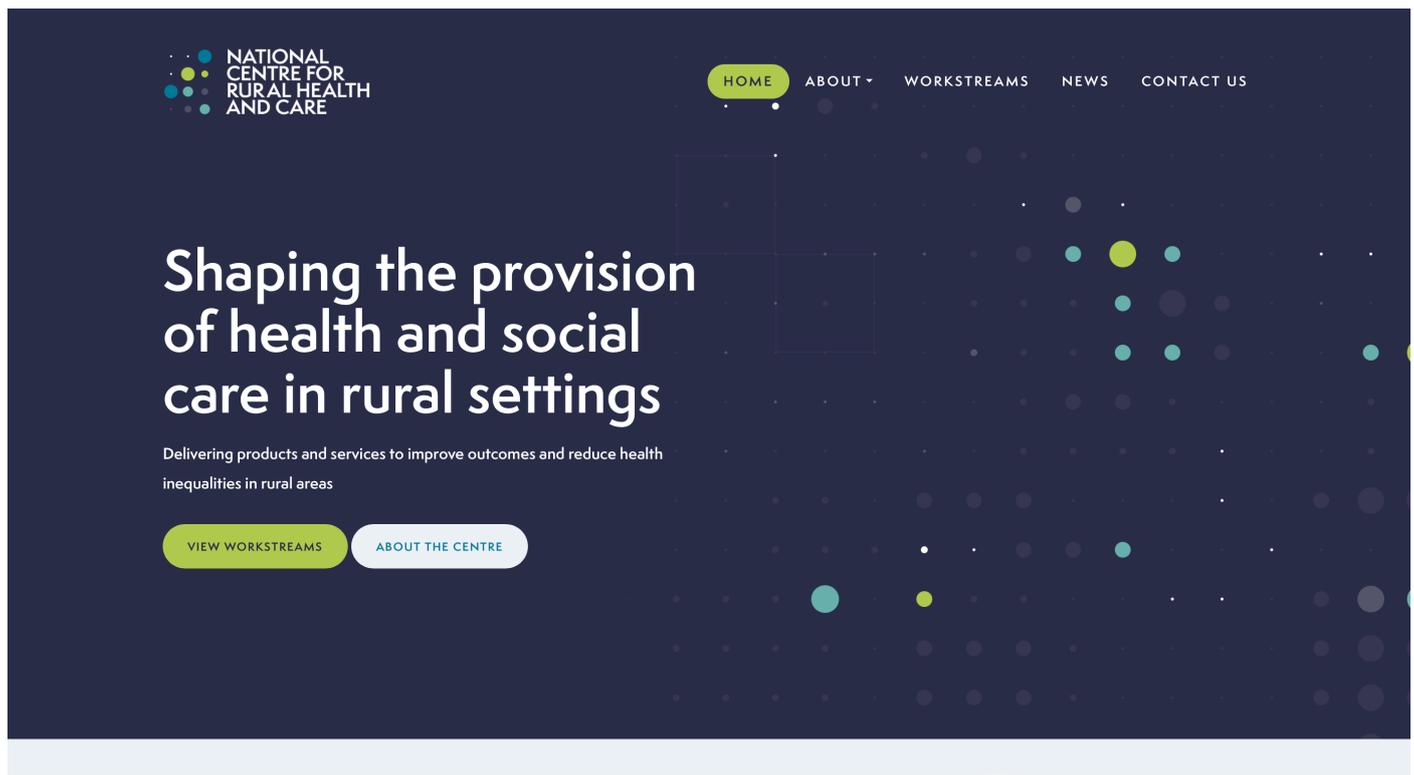


Placing 4th on our list, <https://acre.org.uk> scored 64.80% overall.

This website boasts a very clear and concise navigation. As was standard across the board, it uses a hero image with an embedded link to their live social media news feeds. They have a well thought out sub navigation in the form of a horizontal carousel with 12 subheadings with clearly designed icons for each.

There is a wealth of information within a few clicks via the drop down menus on the navigation bar. There are breadcrumbs which are not clickable but do allow the user to remain orientated when browsing the site.

Where the site dropped marks against our benchmarking criteria, the load time was slightly slower than the other 5 sites. There was no 'return to top of page' function which as a standard practice we'd expect to see. There was no real privacy policy on display but overall this website performs quite well and is fit for purpose.



The website for the NCRHC scored an overall rating of 62.10%. The landing page for this site was great in my opinion as it was very minimal and didn't feel at all cluttered, only holding the information they deemed to be most important such as navigation tools, logo, buttons for work teams and about, and a brief "mission statement" to tell the user what they are about. The rest of the site maintains this minimal approach as well as housing easy-to-read titles, headings, and clear fonts which enhances its usability.

This website is functional first, although its aesthetics and overall design and layout do not suffer either. One of the only weaknesses I found was the social media link. It was hidden in the footer as a small icon that I felt was easily missable and should instead be housed in the header or navbar, and the size of the icon should be increased drastically as social media is a very important outlet for mental health as people are more likely to follow you if it's clear you have a social media account to follow.

BENCHMARKING RESULTS:

1: Yellow Wellies	https://www.yellowwellies.org	77.35%
2: Mental Health Foundation	https://www.mentalhealth.org.uk	73%
3: Rural Support	https://www.ruralsupport.org.uk	67.50%
4: Action with Communities in Rural England	https://acre.org.uk	64.80%
5: Action Mental Health	https://www.amh.org.uk	62.10%
6: National Centre for Rural Health and Care	https://www.ncrhc.org	59.40%

CONCLUSION:

The benchmarking was a valuable exercise as it has helped us identify a lot of good features which we may wish to emulate for the final project, whilst flagging up some of the pitfalls that we'd hope to avoid.

'Yellow Wellies' scored the highest using the metrics, but we feel each site had a lot to offer in comparison with only minor shortcomings pulling their percentage down. The Rural Health Partnership is South Armagh's only Healthy Living Centre. The Healthy Living Centre Alliance acts as a central hub for all of Northern Ireland's centres - <https://www.hlcalliance.org>. We decided not to include this in our benchmarking process as it's essentially a parent site for the Rural Health Partnership. Many of the features used in this website stand out to us and it's an overall excellent example of a site that we'd hope to be on par with.

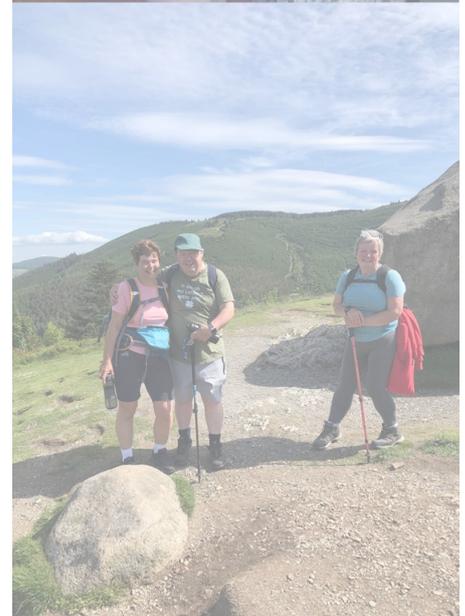
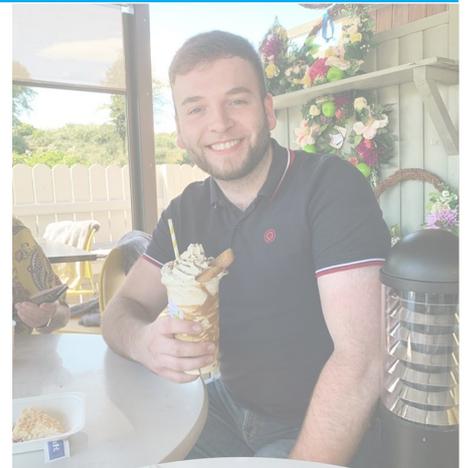
TONE, MESSAGE & STYLE



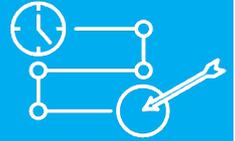
The style and tone of this project will be consistent with the brands overall message, which is one of uplifting, inspiring colours to help show the partnership as a positive light #careforcommunities.

The Rural Health Partnership is a positive and supportive organisation providing a range of educational programmes, and a wide range of accessible services to all rural communities in South Armagh. This needs to be reflected in the range of interactive media outputs, and new brand identity.

This is an inclusive and proactive partnership, supporting the integration of people with mental health in the community.



TIMELINE



W.H.O World Mental Health Day - 10th October

Brief - 29th of October

Finalised Products

(Test Uploading, Rendering, Exporting Files) - 3rd December

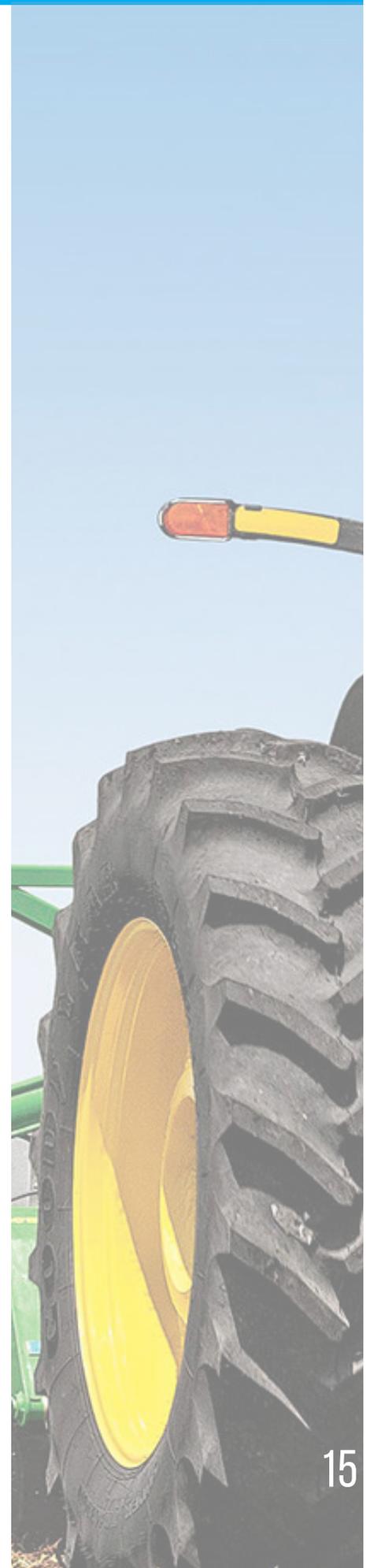
Project Delivery Deadline - 10th December



DELIVERABLES



- Visual Identity and Brand
- Brand Guidelines
- Website - (existing address - <https://rhpsa.org/>)
- Pull in content - photos, text etc (Emmet to assist us with photos)
- Page dedicated to Community hub and the healthy living center
- The 3 themes are for the range of services are self care, physical activity, mental health
- Live calendar to track events / online booking feature
- Donate button (justgiving?)
- #careforcommunities
- Newsletter/ezine
- Responsive website
- Live social media feed
- Motion Graphic showcasing the work of the Rural Health Partnership
- Mockups for Apparel
- Polo shirt
- Sweatshirt
- Promotional Material
- Pens
- pop up banner
- bumper stickers #careforcommunities
- bus shelter ad
- Stress balls
- Social Media Promotional material - facebook, instagram.



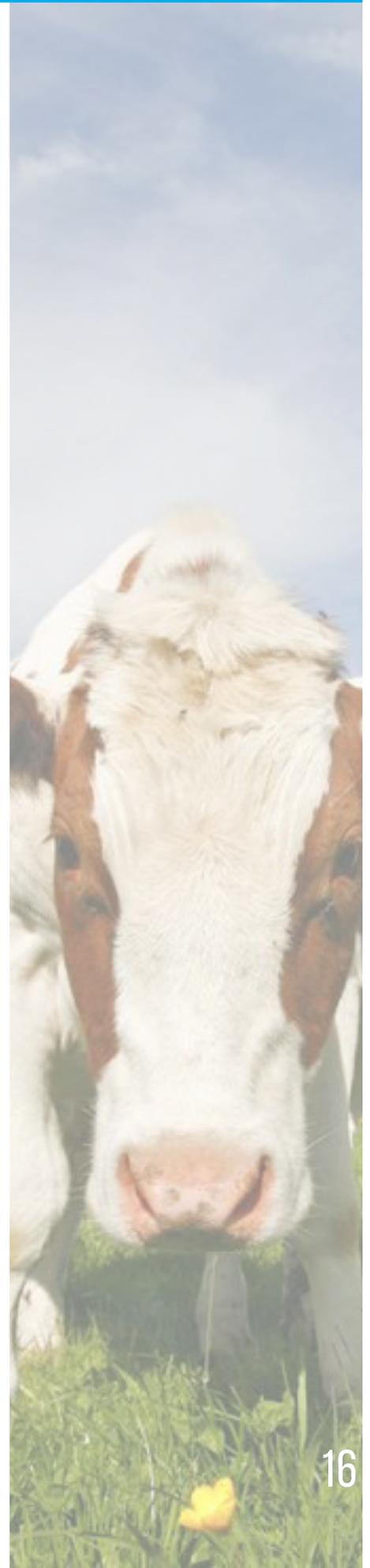
BUDGET



Website hosting with GoDaddy Deluxe Deal- £4.99/mo first 3 years then £9.99. This includes Domain, SSL Certificate and business email. £47.88/yr for the first 3 years.

Apparel- Kopyright, 5x Sweatshirts £102.50 or £20.50 per sweatshirt. 5x Polo Shirts £66.25 or £11.25 per shirt. Unisex apparel to save on budget spending.

Pop-Up Banners- Northside graphics, 'Gold' Roll Up Stand £38.90 per stand



MEET THE TEAM



Dean Martin

Foundation degree in Interactive Design, and experience developing brand identities, I have a strong skill set for graphic design and am very excited for the potential outcomes of this collaboration with the Rural Health Partnership.



Tiernan McKenna

A 3rd year Interactive Media student from a Rural part of Mid Ulster with strong experience in brand identity, motion graphics and videography. Being from a rural area I understand the essential work that the Rural Health Partnership provides, this enhances the excitement I have for this project.



Alex McPeake

A third year Interactive Media student, with a strong graphic design background, paired with an in-depth social media awareness, I am thrilled to be working with the Rural Health Partnership to help rebrand the online and offline presence.



Chris Martin

Mature student and family man. I'm a big supporter of mental health awareness and as a retained firefighter from Portstewart, working within my local community, I can really understand how invaluable the Rural Health Partnership will be to so many people. I have a keen interest in graphic and web design and It will be a real privilege to work on this specific project to help the Rural Health Partnership realise it's full potential.