

North
Belfast
Advice
Partnership

Brief

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Project Social 2025



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COMMUNITY PARTNER

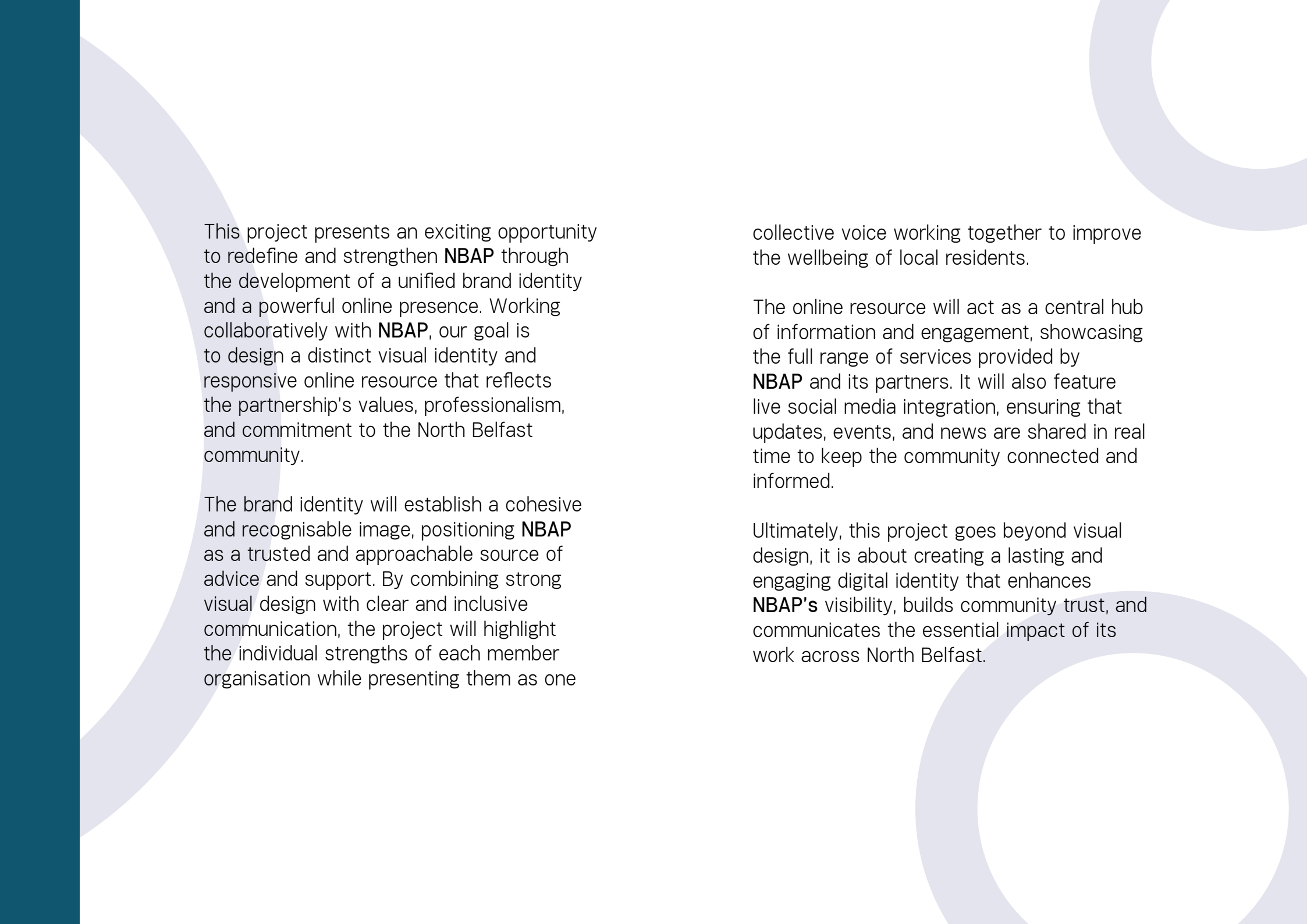
The **North Belfast Advice Partnership (NBAP)** is a collaboration of five local organisations working together to provide essential advice and support services to the people of North Belfast. Collectively, they offer a wide range of generalist advice, including money management, social security guidance, pension and debt advice, and housing support to local residents in need of financial support. Each organisation contributes its own specialist knowledge and community connections, and together they form a strong network dedicated to improving the lives of local residents. Much of their work stems from referrals made by friends, churches, community groups, and political representatives, ensuring that those most in need are directed to the appropriate support. Services are delivered across the five partner offices as well as through outreach centres and drop-in clinics throughout the community.

At present, **NBAP** does not have a presence, either through an online resource or

social media platforms. This lack of online visibility means that the partnership's collective impact is not being effectively communicated to the wider community, potential funders, or referral partners. To address this, our team will develop a brand identity that unites all five organisations under a cohesive and recognisable image. This rebrand will include the creation of a dedicated online resource and active social media presence, allowing **NBAP** to share updates, highlight success stories, and showcase the valuable work they do.

Through this rebranding and digital development, we aim to clearly demonstrate how **NBAP's** collaborative approach delivers essential advice, guidance, and community support. By highlighting both the individual strengths of each partner and their shared commitment to North Belfast, the brand identity will enhance public trust, strengthen credibility with funders, and reinforce **NBAP's** role as a cornerstone of community wellbeing.

THE PROJECT



This project presents an exciting opportunity to redefine and strengthen **NBAP** through the development of a unified brand identity and a powerful online presence. Working collaboratively with **NBAP**, our goal is to design a distinct visual identity and responsive online resource that reflects the partnership's values, professionalism, and commitment to the North Belfast community.

The brand identity will establish a cohesive and recognisable image, positioning **NBAP** as a trusted and approachable source of advice and support. By combining strong visual design with clear and inclusive communication, the project will highlight the individual strengths of each member organisation while presenting them as one

collective voice working together to improve the wellbeing of local residents.

The online resource will act as a central hub of information and engagement, showcasing the full range of services provided by **NBAP** and its partners. It will also feature live social media integration, ensuring that updates, events, and news are shared in real time to keep the community connected and informed.

Ultimately, this project goes beyond visual design, it is about creating a lasting and engaging digital identity that enhances **NBAP's** visibility, builds community trust, and communicates the essential impact of its work across North Belfast.

OBJECTIVES

The objective of this project is to strengthen **NBAP's** visibility, credibility, and outreach within the North Belfast community. By developing a strong and cohesive brand identity, we aim to position **NBAP** as a trusted, approachable source of advice and support—accessible to everyone who may need its services.

A key focus is to increase awareness of **NBAP** and the vital role it plays in supporting local residents. This includes presenting the partnership in a way that highlights its commitment to helping individuals and families, while fostering stronger relationships with referral partners, community groups, and other organisations across North Belfast.

The project will emphasise trust, professionalism, and inclusivity, ensuring **NBAP's** identity reflects its compassionate approach. By clearly communicating the partnership's impact, we will help the community better understand the breadth

of services **NBAP** offers and the meaningful difference it makes in people's lives. Ultimately, this project will expand **NBAP's** reach, strengthen community connections, and enhance its reputation as a key source of support in North Belfast.

We will bring the brand to life by translating **NBAP's** core values, mission, and personality into a clear and engaging visual identity. Our goal goes beyond aesthetics, it's about crafting a consistent, purpose-driven experience that truly represents who **NBAP** are.

Using a thoughtful blend of colour, typography, layout, and imagery we will create a brand that not only captures attention but builds lasting trust. By presenting **NBAP** in a polished and professional way across all touchpoints, we will establish a recognisable and memorable presence that resonates with the community.

TARGET AUDIENCE

Individuals within the community who are in need of help and guidance

- These may include people facing financial hardship, housing issues or other complex challenges. Our goal is to ensure they are aware of the support available through **NBAP's** network of organisations and feel confident in reaching out for assistance.

Local organisations and community groups that advocate on their behalf such as churches, food banks and schools.

- These organisations play a crucial role in identifying people in need and referring them to appropriate services. Strengthening our connection with these referral partners will help ensure that no one falls through the cracks.

Support including funders

- By raising awareness of **NBAP's** impact and increasing our visibility within both the community and the wider support network, this project will also enhance our ability to attract support including funders. A clear, unified brand and strong community presence will position **NBAP** as a credible and essential service provider in the eyes of potential funders, including local government bodies such as Belfast City Council.
- Additionally, it will help engage local representatives and councillors, who play an influential role in advocating for community resources and supporting funding applications. This, in turn, will contribute to the long-term sustainability and growth of our services.

DELIVERABLES

Visual identity

- A memorable logo for **NBAP**
- Brand guidelines document to explain usage of these core elements, such as colour and logo use, to ensure the brand is consistent throughout each platform in the future

Online resource

- Easy to navigate and use simple language
- An online resource section for users
- A referral form for individuals to refer themselves
- An interactive map of the five organisations location
- Photographs of the five organisations
- Step-by-step guide on how to update the website

Social media

- Templates for testimonials, event announcements and updates
- Profile pictures for Instagram and Facebook
- Highlight covers for Instagram
- Facebook cover image

Merchandise

- A5 hard copy guide that will include all of the website content for users who may not have access to the internet or electronic devices
- An infographic guide template to share statistical updates
- A template for five pop-up stands for each organisation with the NBAP branding

BENCH- MARKING

We conducted a comprehensive benchmarking process to evaluate the online presence and service delivery of similar organisations within the community advice sector. This analysis provided valuable insights into the content, design, and digital strategies that most effectively engage the target audience.



Email: advice@advicenmd.com

Phone: 0300 3030 306

WhatsApp: (Text Only) 0735 900 4967

[Facebook](#)

[About Us](#)

[What we do](#)

[Referral](#)

[Case Studies](#)

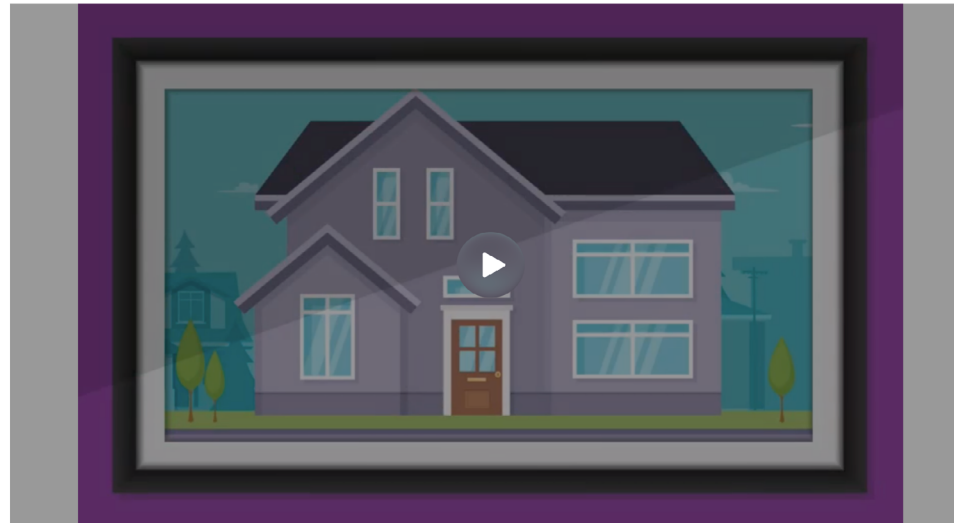
[Get Involved](#)

[Debt and Money Advice](#)

[Opening Times](#)

[Find Us](#)

Welcome to Community Advice Newry, Mourne and Down



About Us

Community Advice Newry Mourne and Down, formerly Citizens Advice Newry, Mourne and Down was incorporated on 1st January 2019 following the realignment of Citizens Advice Bureaux in Northern Ireland.

Community Advice Newry, Mourne & Down

→ <https://www.advicenmd.com>



Advice Space is here to offer free and up to date factual advice and to help people find a way forward for those that fall within our geographical remit.



Advice Space

→ <https://www.advicespace.me>



 FREEPHONE: 0300 303 3650
MONEY ADVICE LINE 02871370337

 Search...

[HOME](#) [ABOUT US](#)  [ALL ADVICE](#)  [CONTACT US](#) [FIND US](#)

Advice North West Services

We offer face to face advice. Our offices are open to the public. We also provide our services via telephone and email, Please contact us on 0300 30 33 650 or email advice@advicenorthwest.com. For debt advice call 02871370337 or email advice@advicenorthwest.com

Opening hours are available below, however these are subject to change during bank holidays and leave. please check our face book page for updates on <https://www.facebook.com/advicenorthw>

"Where advice

Latest News

Advice North West

→ <https://advicenorthwest.com>



CONTACT US

East Belfast Network Centre
55 Templemore Avenue
Belfast
BT5 4FP

T: 028 9073 5690

E: advice@ebiac.org

VOLUNTEER WITH US

For Volunteering Opportunities with us
contact Gerard on 028 9073 5690



ABOUT US

SERVICES

LINKS

Welcome to East Belfast Independent Advice Centre

Since June 2000, the East Belfast Independent Advice Centre (EBIAC) has been providing free, independent and confidential advice on a wide range of issues to the east Belfast community.

We provide advice and advocacy on a wide variety of issues, including welfare benefits, tax credits, employment, housing and debt.

We offer services from the East Belfast Network Centre which is located at 55 Templemore Avenue. In addition, we provide a number of specialist services, including a mental health outreach service and an advocacy service which includes representation at social security tribunals.

Volunteers are integral to the delivery of our services and are involved at all levels of the organisation. Our highly successful volunteer programme provides accessible accredited training opportunities to local people.

For information on how to access our services click on links below

Our office is open to the public from 9am - 4pm

DLA, PIP or AA forms cannot be completed at drop in. Please call to make an appointment for these forms to be completed

Drop-in Advice



Outreach Advice



Telephone Advice



East Belfast Independent Advice Centre

→ <https://www.ebiac.org/welcome-east-belfast-independent-advice-centre>



Welcome to Advice NI

The Independent Advice Network, providing advice to those who need it most.

[Freephone advice helpline](#)

0800 915 4604

[Email us for advice](#)

advice@adviceni.net

[Face to face advice](#)

Please contact your local advice centre.

[For non-advice-related queries, email:](#)

comms@adviceni.net



More help and advice



Advice NI

→ <https://www.adviceni.net>

Independent and quality advice to local people since 1966

**We aim to provide you with the advice you need,
that will make a difference to the problem you face**

[CONTACT US](#)



GET FREE IMPARTIAL ADVICE



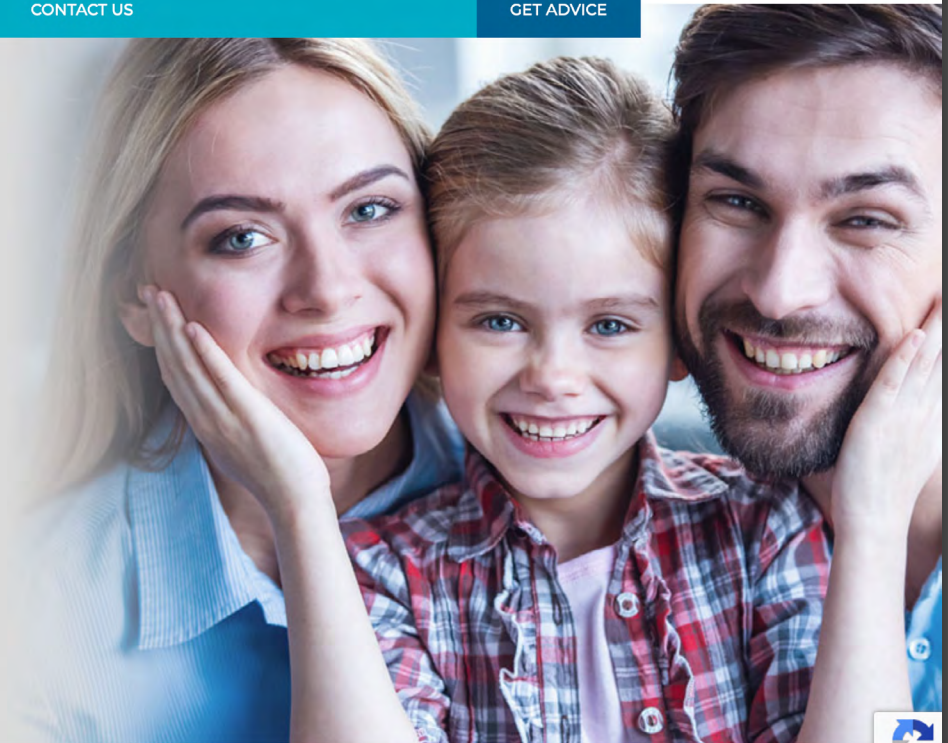
Community Advice Antrim & Newtonabbey

→ <https://communityadvicean.co.uk>

COMMUNITY ADVICE FERMANAGH

Providing free, impartial &
confidential advice to the local
community

GET ADVICE



Privacy - Terms

Community Advice Fermanagh

→ <https://communityadvicefermanagh.com>

| Category | Feature | CA Antrim & Newtonabbey | CA Newry, Mourne & Down |
|----------------------|--|-------------------------|--|
| First impressions | Aesthetics | Hero image | Uses video to explain services, text heavy |
| | Identifiable target audience | Yes | Yes |
| | Identifiable chief aim | Yes | Yes |
| | Retina (HD ready) | No | No |
| | Responsive | Yes | Yes |
| | Content in prime position | Yes | No |
| | Body text font | Carmen sans heavy | Arial greek |
| | Logo placement | Top left | Top left |
| Technical | Book online | No | No |
| | Content management system | Wordpress | Firebase |
| | Analytics embedded | Yes | No |
| Navigation | Primary menu format | Dropdown | Horizontal top menu bar |
| | Primary menu position | Top horizontal | Top horizontal |
| | Means of getting to top of page | No | No |
| | Sitemap | No | No |
| | Breadcrumbs | No | No |
| | Contact us | Yes | No |
| | No. of clicks to contact us | 1 | None |
| Content | Explanation of service | Yes on homepage | Yes |
| | Evidence of outdated content (deadlinks) | No | 1 |
| | Social media | No | No |
| | FAQ section | Yes | No |
| | Privacy policy | Yes | No |
| Search | Search | No | No |
| | Type of search button | No | No |
| Functionality | Load time | Quick - 0.5 seconds | Quick - 0.6 seconds |
| | Email subscription | No | No |
| | Multilingual | No | No |
| | No. of languages (other than english) | No | No |
| Accessibility | How many font types | 2 | 2 |
| | Clear & accurate headings | Yes | Yes |
| | Are links visually distinct | Yes | Yes |
| | Link underlining | Yes | Yes |
| | Hyperlink change colour if visited | Yes | Yes |
| Overall score | | 65% | 50% |

| Category | Feature | Advice NI | CAC Fermanagh |
|----------------------|--|---------------------|---------------------|
| First impressions | Aesthetics | Text heavy | Hero image |
| | Identifiable target audience | Yes on first page | Yes on first page |
| | Identifiable chief aim | Yes on first page | Yes on first page |
| | Retina (HD ready) | No | No |
| | Responsive | Yes | Yes |
| | Content in prime position | Yes | Yes |
| | Body text font | Adelle sans | Latinka medium |
| | Logo placement | Top left | Top left |
| Technical | Book online | Yes | Yes |
| | Content management system | Drupal | Wordpress |
| | Analytics embedded | No | Yes |
| Navigation | Primary menu format | Dropdown | Dropdown |
| | Primary menu position | Top horizontal | Top horizontal |
| | Means of getting to top of page | No | Yes |
| | Sitemap | No | No |
| | Breadcrumbs | No | No |
| | Contact us | Yes | Yes |
| | No. of clicks to contact us | 3 | 1 |
| Content | Explanation of service | Yes on homepage | Yes on homepage |
| | Evidence of outdated content (deadlinks) | No | No |
| | Social media | Yes | Yes |
| | FAQ section | Yes | Yes |
| | Privacy policy | No | No |
| Search | Search | Yes | No |
| | Type of search button | Dropdown | No |
| Functionality | Load time | Quick - 0.5 seconds | Quick - 0.5 seconds |
| | Email subscription | No | No |
| | Multilingual | No | No |
| | No. of languages (other than english) | No | No |
| Accessibility | How many font types | 2 | 2 |
| | Clear & accurate headings | Yes | Yes |
| | Are links visually distinct | Yes | Yes |
| | Link underlining | Yes | Yes |
| | Hyperlink change colour if visited | Yes | Yes |
| Overall score | | 56% | 61% |

| Category | Feature | East Belfast Independent Advice Centre | Advice Space |
|----------------------|--|---|--|
| First impressions | Aesthetics | Text heavy with no images and few icons | Good balance of text, images and icons |
| | Identifiable target audience | Yes on first page | Yes on first page |
| | Identifiable chief aim | Yes on first page | Yes on about us page |
| | Retina (HD ready) | Yes | Yes |
| | Responsive | Yes | Yes |
| | Content in prime position | No | Yes |
| | Body text font | Fact variable | Low medium |
| | Logo placement | Top left | Top left |
| Technical | Book online | No | Yes |
| | Content management system | Drupal | Wix |
| | Analytics embedded | No | No |
| Navigation | Primary menu format | Dropdown | Rollover and click |
| | Primary menu position | Top horizontal | Top horizontal |
| | Means of getting to top of page | No | No |
| | Sitemap | No | No |
| | Breadcrumbs | No | Yes |
| | Contact us | Yes | Yes |
| | No. of clicks to contact us | 0 | 1 |
| Content | Explanation of service | Yes on homepage | Yes on homepage |
| | Evidence of outdated content (deadlinks) | No | No |
| | Social media | No | Yes |
| | FAQ section | No | Yes |
| | Privacy policy | Yes in footer | Yes in footer |
| Search | Search | No | No |
| | Type of search button | No | No |
| Functionality | Load time | Quick - 0.5 seconds | Quick - 0.5 seconds |
| | Email subscription | No | No |
| | Multilingual | No | No |
| | No. of languages (other than English) | No | No |
| Accessibility | How many font types | 2 | 1 |
| | Clear & accurate headings | Yes | Yes |
| | Are links visually distinct | Yes | Yes |
| | Link underlining | No | No |
| | Hyperlink change colour if visited | No | Yes |
| Overall score | | 53% | 76% |

| Category | Feature | Advice North West |
|----------------------|--|---|
| First impressions | Aesthetics | Text heavy with no images and few icons |
| | Identifiable target audience | Yes on first page |
| | Identifiable chief aim | Yes on about us page |
| | Retina (HD ready) | Yes |
| | Responsive | Yes |
| | Content in prime position | No |
| | Body text font | Open sans soft regular |
| | Logo placement | Top left |
| Technical | Book online | Yes |
| | Content management system | Wordpress |
| | Analytics embedded | No |
| Navigation | Primary menu format | Rollover and click |
| | Primary menu position | Top horizontal |
| | Means of getting to top of page | No |
| | Sitemap | No |
| | Breadcrumbs | Yes |
| | Contact us | Yes |
| | No. of clicks to contact us | 1 |
| Content | Explanation of service | Yes on homepage |
| | Evidence of outdated content (deadlinks) | Yes 1 |
| | Social media | Yes |
| | FAQ section | No |
| | Privacy policy | Yes in footer |
| Search | Search | Yes |
| | Type of search button | Type |
| Functionality | Load time | Quick - 0.5 seconds |
| | Email subscription | No |
| | Multilingual | No |
| | No. of languages (other than english) | No |
| Accessibility | How many font types | 3 |
| | Clear & accurate headings | Yes |
| | Are links visually distinct | Yes |
| | Link underlining | No |
| | Hyperlink change colour if visited | Yes |
| Overall score | | 71% |

BENCH- MARK FINDINGS

As a team we implemented an in-depth benchmarking exercise to assess how similar organisations within the community advice sector present themselves online and deliver their services. This evaluation offered important insights into the types of content, design choices, and digital strategies that successfully attract and engage their target audiences. Key organisations identified include Community Advice Fermanagh, Community Advice Antrim & Newtownabbey, Community Advice Newry, Mourne and Down, Advice NI, Advice Space, Advice North West and East Belfast Independent Advice Centre.

Through our benchmarking process, we found that Advice Space performed strongly, achieving a score of 76%. This was largely due to its inclusion of features not commonly found on other sites, for example, a good balance of text, images, and icons, which we will ensure is in our online presence. The Advice North West website featured a type-in search function, which we also plan to incorporate into our own site

to help users quickly find what they need. Many websites we reviewed demonstrated good practices. Common strengths included a clearly defined target audience and chief aim presented on the landing page and clear service descriptions. Most sites were also responsive, Retina (HD) ready, and had quick load times. They typically used a number of font styles and clear and accurate headings.

Furthermore, introducing a referral form would provide visitors with a simple and confidential way to refer themselves or others such as friends, family members, or colleagues who may benefit from NBAP's support services. This addition would not only strengthen engagement but also make the process of seeking help more inclusive.

From these findings, we understand the importance of using high-resolution images to ensure fast load times. Our site must be responsive and accessible across all devices, especially since our audience may not always have access to high-end technology.

TO NE, MESSAGE & STYLE

Tone

The tone of the **NBAP** website should be friendly, supportive, and reassuring, while maintaining a strong sense of professionalism and trustworthiness. Visitors should immediately feel welcomed and confident that they are in the right place to receive guidance and assistance. The language used will convey empathy, understanding, and approachability, reflecting the organisation's commitment to supporting individuals within the community. By avoiding overly formal or complex language, the website will remain clear and accessible to all users, regardless of background or literacy level.

As part of this project, **NBAP** will undergo a comprehensive rebrand to modernise its image and strengthen its connection with the local community. This rebrand will include the creation of a new website designed to be visually appealing, easy to navigate, and reflective of **NBAP's** values. Additionally, the establishment of an active

Facebook presence will help extend the organisation's reach, allowing it to share updates, promote services, and engage directly with clients in a more accessible and familiar digital environment. Together, these efforts will give **NBAP** a strong, cohesive online presence that enhances both visibility and community engagement.

Message

The overall message of the **NBAP** should convey that they are a trusted, approachable, and community-driven source of support for individuals seeking advice on a wide range of local issues.

The site should reflect the organisation's strong commitment to serving the North Belfast community, ensuring that every resident feels represented, valued, and supported. **NBAP** aims to provide accessible, confidential, and practical assistance to anyone in need, regardless of background or circumstance.

The messaging should also emphasise inclusivity, equality, and local belonging, reinforcing that **NBAP** is here for everyone in North Belfast. By showcasing real community impact and a genuine understanding of local challenges, the website will help build trust and connection with users. Ultimately, the goal is to create a platform that empowers individuals, simplifies access to vital resources, and promotes the overall wellbeing and unity of North Belfast.

Style

The visual and written style of the online resource should be clean, approachable, and easy to navigate, presenting a professional image that reflects the voice and values of **NBAP**. The layout will feature intuitive menus and clearly visible contact options such as phone numbers, email links, and enquiry forms, making it straightforward for users to reach out for support. Recognisable icons and clear headings will guide visitors

naturally through the online resource, helping them find what they need quickly and confidently.

The overall mood should feel friendly, supportive, and reassuring, creating a sense of trust and belonging while maintaining professionalism. Colours and imagery will be warm, inclusive, and community-focused, reinforcing **NBAP's** approachable and trustworthy character. All written content will use plain and simple English in a relatable voice, ensuring that information is clear, compassionate, and easy for everyone to understand.

This style directly emphasises **NBAP's** core message of accessibility, inclusivity, and community support. By combining professional presentation with a warm and welcoming tone, the design and content will communicate that **NBAP** is both reliable and approachable, reflecting its mission to provide practical help and reassurance to those who need it most.

TIMELINE

Week 2

First Meeting

Initial meeting with Stephen Reid from North Belfast Advice Partnership

Week 3

Brief

Writing the brief and benchmarking websites from businesses in the same or similar markets.

Week 4

Brief

Design the brief, have it checked and signed off.

Week 5

Pitch

Developing the 3 pitches.

Week 8

Project Development

Begin developing the chosen pitch.

Week 7

Pitch

Developing the 3 pitches.

Week 6

Pitch

Developing the 3 pitches.

Week 9

Project Development

Developing the chosen pitch.

Week 10

Project Development

Developing the chosen pitch.

Week 11

Project Development

Receive feedback on the work so far, finalise the project.

Week 12

Project End

Handing over of the project.

BUDGET

PRODUCT BUDGET CHART

| Type | Quantity | Duration | Cost |
|----------------------------|----------|----------|--------|
| Spiral books | 100 | N/A | £180 |
| Leaflets | 500 | N/A | £72.42 |
| Bus stop poster in Belfast | 1 | 2 weeks | £362 |
| Bookmarks | 200 | N/A | £23.74 |
| Business cards | 250 | N/A | £14.69 |

WORDPRESS BUDGET CHART

| Type / Tier | Cost per month | Cost per year | Features |
|-----------------------------|----------------|---------------|---|
| Personal | £4 | £48 | Custom domain, remove ads, access more built-in themes, basic support and moderate storage |
| Premium | £7 | £84 | All personal features + more design tools, accept simple payments, extra CSS and more storage |
| Business | £20 | £540 | Install plugins, upload custom themes, advanced SEO, remove WordPress branding and larger storage |
| Ecommerce (Highest Tier) | £45 | £540 | All business features + full ecommerce tools, payments from multiple regions and store management |
| Self Hosted / Premium Theme | £40 | £160 | Lets you use advanced design features, updates and support; you must still pay for hosting, domain etc. |

PLUGIN BUDGET CHART

| Plugin / Type | Cost per month | Cost per year | Features |
|--|----------------|---------------|--|
| Social sharing / buttons (e.g. social warfare / novashare) | £7.50 | £89.80 | Adds social share buttons, counts, customization and share analytics |
| Smash balloon (social feed plugin) | - | £38 | Displays Instagram / Facebook / other social feeds on your site, feed customization and moderation |
| WP-Optimize premium | £4.90 | £58.80 | Caching, database cleanup, image compression and performance tools |
| Embedsocial | £48 | £576 | Social media aggregations, reviews, widgets and social media publishing tools |
| Feed them social premium | - | £37 | Display social feeds (Facebook, Instagram etc.) |

THE TEAM

Our design team is made up of Aimee Adair and Rachel Johnston, who will be supervised by Claire Mulrone and Darren Berkland. Both members of the team bring a unique set of skills gained through both university studies and hands-on experience in the creative industry. Work will be distributed evenly, maintaining a balanced and collaborative workflow across the team.



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