



Draft Communications Action Plan 2023-2024

Communications Channel/Activity	How	Frequency	Who
Print			
Newsletter	<p>Focus on council's priorities and showcase initiatives.</p> <p>Continue to improve and enhance the printed newsletter. Make use of increased imagery to support key messages.</p> <p>Refresh design to ensure the content is relevant and engaging for readers.</p> <p>Quality control checks to be undertaken on all published content throughout.</p>	4 x per year	Projects and Media Officer.
Annual Survey	Produce and issue towards the end of the calendar year with key themes to collect valuable data from the community that will enable informed decisions to be made.	Once a year	Projects and Media Officer.
Annual Report	Summarise the Town Council's achievements in the last year	Once a year	Projects and Media Officer with the Officer team.



	including a brief overview of the last financial year's accounts.		
Digital			
Website	<p>Utilise the new website functionality and ensure it reflects the Town Councils's priorities and key messages.</p> <p>Make use of increased video and imagery whilst ensuring it still meets the highest standards of accessibility for residents.</p> <p>Ensure clear navigation and signposting to services provided by the Town Council and other local authorities.</p> <p>Monitor and keep track of key KPI's such as website traffic, page views and click through rates.</p>	Weekly updates and maintenance	Support Services Manager, Projects and Media Officer and Community events and Support Services Officer.
Digital Newsletters	Produce and release the digital newsletter whilst increasing subscription with residents.	Monthly	Projects and Media Officer.
Social Media	Build up social media following across all platforms including Instagram, Facebook, LinkedIn, Pinterest and Twitter.	Daily (Pre scheduled automatic content)	Projects and Media Officer and Community events and Support Services Officer.



	<p>Make use of video and imagery to engage followers. Encourage councillors to feature in videos to help deliver key messages.</p> <p>Create content plan and strategy.</p>		
Press Releases	<p>Press releases targeted at a variety of local press publications when required.</p>	As and when required	<p>Projects and Media Officer and Community events and Support Services Officer.</p> <p>Town Clerk/Support Services Manager to authorise press releases before go live.</p>
Media screens	<p>Make use of the digital screens located in key locations including the town centre and train stations.</p>	TBC	<p>Projects and Media Officer and Community events and Support Services Officer.</p>
Community Engagement			
Events and Markets	<p>Plan and deliver high quality events for the community to attend and enjoy.</p> <p>Include involvement from local groups and businesses.</p> <p>Review and improve to ensure the events are well attended.</p>	Follow 2023-2024 events programme	<p>Community events and Support Services Officer and Officer team.</p>
Consultations	<p>Formal public consultation to be undertaken with local</p>	As and when required	Officer Team.



	communities as and when required.		
Annual Meeting of Electors	<p>An opportunity to present an overview of Town Council actions and achievements.</p> <p>Electors to have a say on their achievements over the last year.</p> <p>Community groups will be encouraged to share activities over the last year.</p>	Annually	Officer Team.
Full Council and Committee Meetings	Introduce live streaming on all meetings to allow people to attend remotely.	Follow 2023-2024 Calendar of meetings schedule	Councillors, Town Clerk, Support Services Manager, Finance Manager and Environment and Premises Manager.
Council Offices Walk ins	<p>Encourage and welcome the community to visit Town Council offices.</p> <p>Provide a high level of customer service whilst assisting people obtain the answers they need.</p>	Within office open hours	Officer Team.