

# COMMUNICATIONS STRATEGY

RESPONSIBLE COMMITTEE: P&F

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*This is a policy/procedure document of Saltash Town Council to be followed by both Council Members and Employees.*

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# **SALTASH TOWN COUNCIL Communications Strategy**

## **Vision Statement**

Saltash Town Council is committed to effective communications to ensure the Town Council's operations, priorities, objectives, values, ambitions and challenges are better understood by all our audiences - both internal and external – including our statutory obligations as a council.

## **Who do we want to reach?**

Our Audience and stakeholders:

Key stakeholders include residents, local businesses, and community organisations, local government organisations and Cornwall Councillors, local media and Politicians.

## **What do we want to achieve?**

Updates to the community:

Provide regular updates on council activities, decisions, and upcoming events to keep the community informed.

Community engagement:

Actively engage with the community through public forums, surveys and consultations, and feedback mechanisms to understand concerns and gather input. Ensure the channels of communicating these elements cover electronic and paper versions.

Transparency:

Emphasise transparency by sharing meeting minutes, financial reports, and important documents to build trust and enable scrutiny of council functions and business.

Responsive platforms:

Monitor and respond promptly to inquiries and concerns raised by residents on various communication platforms.

Feedback mechanism:

Promote the methods for residents to provide feedback on services and decision making.

## **How will we communicate?**

### **Consistent Branding:**

Maintain a consistent visual identity and tone of voice across all messaging on all communication channels, and assets for recognition and clarity.

### **Channels of Communication:**

Identify a mix of channels such as official websites, social media, newsletters, and community meetings to disseminate information. Social media platforms such as Facebook and Instagram will provide a fundamental and cost-effective home for Saltash Town Council communications.

- Town Council website
- Social media strategy to encompass various platforms utilising them to their full potential.
- Print media including local news outlets
- Broadcast TV and Radio channels
- Mailouts and leaflet drops
- Posters and banners
- Noticeboards
- In Person – Meet your Councillor sessions

### **Proactive PR:**

Continue to positively promote the work that Saltash Town Council undertakes to the local media utilising all opportunities to enhance the role of the council in the town.

### **Statements to the Media:**

Provide a mechanism to respond to any media enquiries in a timely manner as to safeguard the image of the town council and its members.

## **What will we communicate?**

### **Regular Updates:**

Establish a clear plan for communicating during urgent situations, ensuring residents receive timely and accurate information.

### **Education Campaigns:**

Implement educational campaigns to inform residents about local policies, initiatives, and the decision-making process – dog poo campaign, green initiatives, speeding awareness etc. including circulating Cornwall Council education awareness.

### Multilingual and Accessible Communication:

Incorporate Cornish language elements to communications out to community – including email signatures. Celebrate our Cornish heritage by using Cornish and English for communications and greetings in all genres – written, video and all graphics. We will endeavour to make all our communications as accessible as possible in accordance with the Equality Act 2010, and the Public Sector Bodies Accessibility Regulations 2018.

### **Building good partnerships**

#### Collaboration with Local Media:

Foster relationships with local media outlets to enhance coverage of council activities and community news through a positive working relationship.

#### Collaboration with Local Government:

Use our communications platforms to promote the division of responsibilities between Saltash Town Council and Cornwall Council and provide clarity regarding reporting issues to both councils.

### **How will this be led?**

In 2024-25 we will; be recruiting new roles of Development Manager and Communications and Engagement Officer. A part of their roles will be the implementation of this strategy.