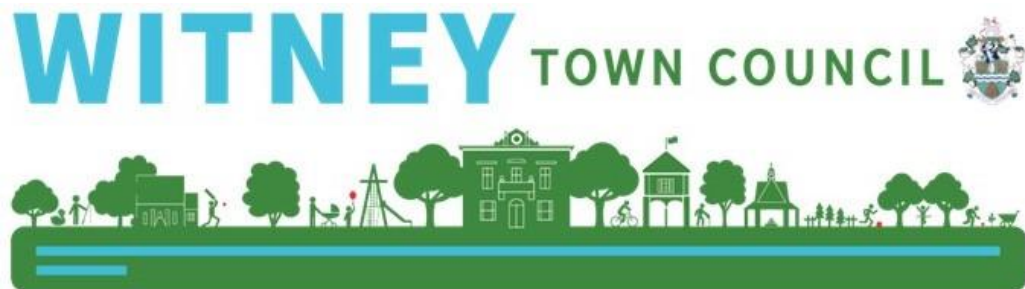


# Witney Town Council Communications Strategy 2021



Prepared, July 2021

## 1. Foreword

- 1.1 This document looks at the current status of the Town Council's communications, and then outlines a strategy, including recommendations for the council to take forward. The strategy sets out how we will develop the Council's external and internal communications to meet the needs and demands of our customers, staff, members, and partners.

## 2. Background and Context

- 2.1 Traditionally, a few of the services that the Town Council provides, consistently score on the lower end of the scale in the Annual Residents' Satisfaction Survey. Communication is one of these. There is no blanket method that will reach everyone, but we must try to address the dissatisfaction expressed by survey respondents.

There is an issue with the quality of data as there is some self-selection bias. Those who responded to the mailed-out paper survey have a propensity to do so, being predominately in the age group associated with a preference for paper-based communication (though this assumption cannot be made of every respondent in that age group). There is some apathy too, and surveys tend to get the most responses when things have not gone well and there is a problem. Generally, happy people do not tend to put pen to paper.

- 2.2 It is, though, still useful to look closely at data extracted from the annual residents' satisfaction survey. Focusing purely on the topic of communication, the following summary of comments and opinions are useful starting points from which to steer the formation of a strategy.
- 2.3 Over the time we have been regularly surveying residents we have seen the satisfaction score for communication rise from its lowest at 76% of people expressing satisfaction in 2016, to 87% or above for the last five years. This still means that more than one in ten people who responded are not feeling communicated with adequately and are having a poor experience or hold a poor perception of Witney Town Council.
- 2.4 We have a strong arsenal of communication platforms, and the current ambitious projects and plans of Witney Town Council mean there is no shortage of news to spread. We need to ensure we are not missing opportunities and we should be showcasing our successes at every opportunity, including drawing attention to the hard work that goes on behind the scenes. Events, for example, do not just happen. Even third-party events require considerable work on the

part of Councillors and officers, to ensure that our residents are able to safely enjoy a range of successful events of all sizes. The fact that we meet with organisers on site and check safety certificates, risk assessments, event plans, insurance documents to ensure legal compliance and public safety may sound mundane, but undoubtedly, it is reassuring for the public to know that the Council is diligent and holds their safety and wellbeing as a priority, and therefore newsworthy, and surely worth a small news release rather than not being reported at all.

- 2.5 We should be looking to exercise some bragging rights when we have done good things and lose the timidity with which we have historically approached some less favourable news stories. It is time to throw off the modesty and reticence when things are going well, and to address even the toughest bad news stories with the same openness, integrity and sensitivity with which we impart the good news.

### **3. Purpose**

- 3.1 The purpose of this communications strategy is to provide a clear direction for the development of external and internal communications across the organisation.
- 3.2 It aims to support the council's policies and plans including the emerging Strategic Plan, our Open Spaces Strategy and Press and Social Media Policies.
- 3.3 This strategy should be viewed as a living document that is reviewed regularly in order to meet the challenges of a rapidly changing communications landscape, and the expectations that come with that.

### **4. Objectives**

- 4.1 To set and maintain a consistently high standard of communication across all the Council's communications channels and departments even when the tone of voice is tailored according to the channel. Communications from Witney Town Council should be instantly recognisable as such. Standardisation of everything from email signatures to forms and templates, will ensure this. And this, in conjunction with re-branding, will have a positive impact on perceptions of the role and functions of Witney Town Council and will help earn trust.
- 4.2 To deliver, with confidence and appropriate pride, a high standard of engaging, interesting, clear, useful, and factual communications, across a range of audiences and media.

- 4.3 To communicate, clearly, the council's role and responsibilities in the community, maintaining and building upon a good reputation and signposting to where help may be found if it is not within our remit.
- 4.4 To organise and modernise our approach, and use innovative ways to deliver news, report information and feedback to our residents.
- 4.5 To engage and consult with our residents and enable them to communicate easily with the council, and for them to be able to expect a timely and appropriate response.
- 4.6 To ensure that all internal and external communications use language that treats people with the respect they deserve, is non-discriminatory and accessible to a wide audience. Plain English should be used at all times with any obscure terms and abbreviations explained.
- 4.7 To ensure that all people, have equal access to information and are not discriminated against or disadvantaged by our actions in any way.
- 4.8 To ensure that all residents feel welcomed and included.
- 4.9 To establish new, and build on existing partnerships with other organisations and community groups.
- 4.10 To ensure web content is relevant and accessible.
- 4.11 To continue to grow the Town Council's reach and expand the demographic spread on its digital channels.
- 4.12 To continue to use, produce and develop, key print publications, maximising the reach and impact of these to help reach a wider audience, particularly those without internet access.
- 4.13 To make better use of graphics and video in the council's digital platforms and explore other emerging technologies with an open mind.
- 4.14 To develop internal communications channels which are tailored to a mobile workforce to meet the needs of the organisation and encourage staff engagement.
- 4.15 To establish measures to monitor and assess impact of communications.
- 4.16 To continue to foster good relationships with the media, being both proactive in output and responsive to incoming enquiries and requests for comment/content.
- 4.17 To aim for digital by default wherever possible to reduce wastage of inks and paper, in line with the Council's ambition to be Carbon Neutral.

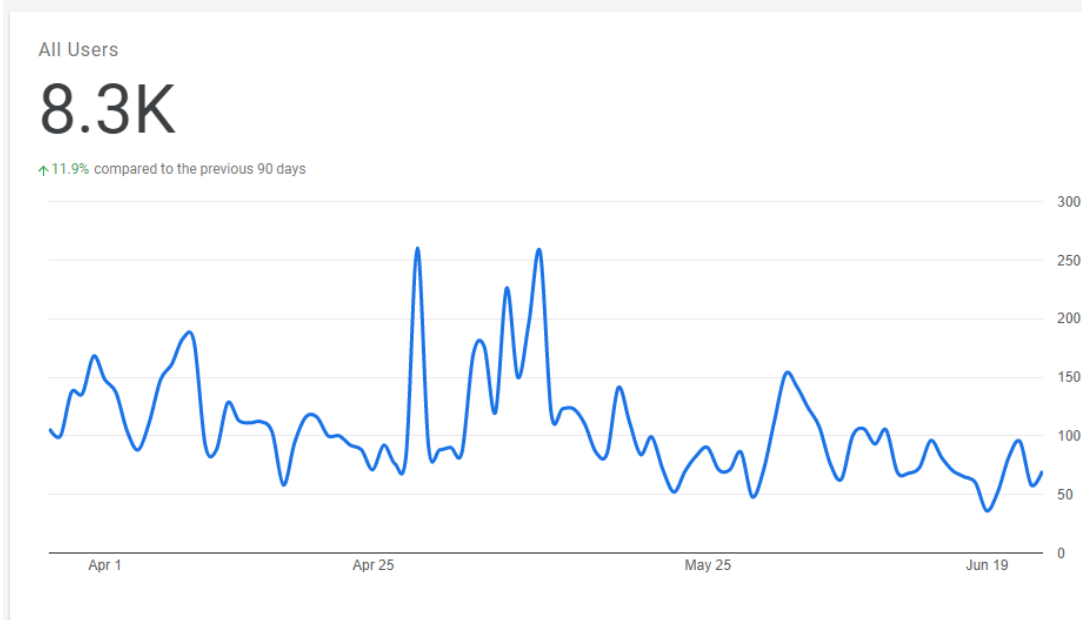
## 5. Witney Town Council websites

- 5.1 Witney Town Council's website was built in house by the Communications and Engagement Officer, using WordPress, and is hosted by Fasthosts. Fasthosts has been a very satisfactory supplier with an excellent level of service and support. The Corn Exchange website was built by Rumbi. The website content is managed by The Venue and Events officer.
- 5.2 Content on the WTC Council website is currently managed by the Communications and Community Engagement officer, the Deputy Town Clerk and the Stronger Communities and Planning Administrator. Posts often reflect what is posted on social media but sometimes these differ according to audience and relevance. Pages are usually added as an action arising from a Council decision. Our website currently has 43 published pages and sub-pages. These are regularly reviewed, refreshed and removed as necessary. Mod Gov is embedded in the website, and the content for this is managed by the Democratic and Legal Services Officer. The software appears to function well within our site.
- 5.3 Analytics for the web site (a 90-day sample of data) showed that the website had 8.3k visitors

### Site Overview

#### Your Traffic at a Glance

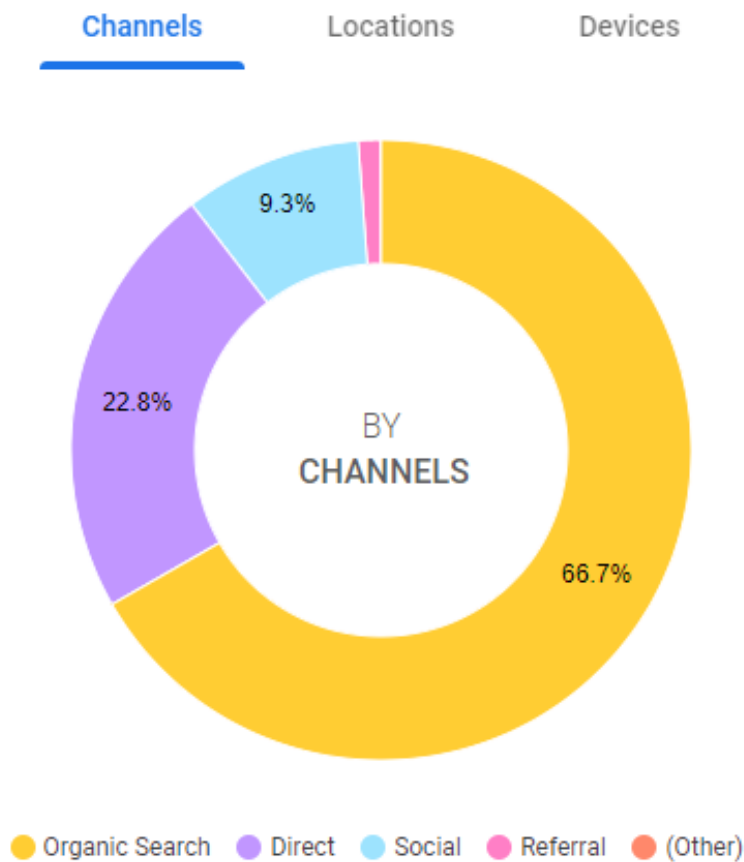
How people found your site



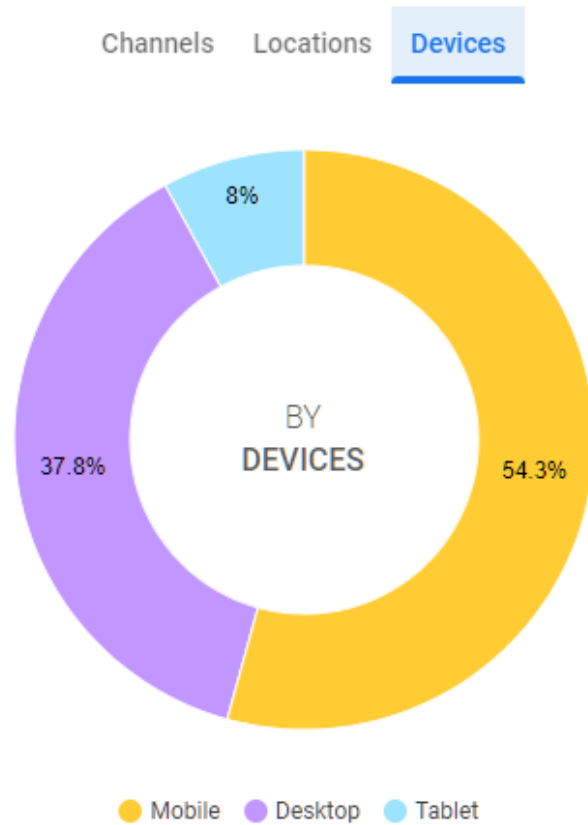
Around 67 per cent of traffic to the Council website was organic, which is a good, result. Organic traffic is driven by Search Engine Optimisation (SEO) and arrives at

a website when someone types in a keyword or phrase that displays our page high in the ranking. This percentage of success means that we are consistently creating optimised content and the right keywords for search. There was 22.8% of Direct traffic which is driven to the site by typing in the URL. A rather surprisingly small 9.3% came via our social media platforms. This is reassuring and confirms that there is an audience that does not use social media accounts, but still uses the internet to look at Witney Town Council information. The remainder is traffic that arrives by referral from another website. None of our traffic is the result of paid for advertising. An explanation of the types of traffic is given here:

- **Direct:** Any traffic where the referrer or source is unknown
- **Email:** Traffic from email marketing that has been properly tagged with an email parameter
- **Organic:** Traffic from search engine results that is earned, not paid
- **Paid search:** Traffic from search engine results that is the result of paid advertising via Google AdWords or another paid search platform
- **Referral:** Traffic that occurs when a user finds you through a site other than a major search engine
- **Social:** Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram



5.4 Around 60 per cent of traffic to the Council website is from mobile devices with around 8% of that, coming from tablets. The rest comes from desktops.



Source: [Analytics](#)

5.5 The search terms that are bringing people to our website are shown in the left-hand side of the following screen capture. Our most popular pages and news posts are shown in the second screen capture. The most popular page is our Home Page and others tend to be slightly influenced by season, so outdoor venues, the Lake and Country Park and Sports and Recreation consistently appear during the summer months.

| Top search queries for your site                     | Clicks | Impressions |
|--|--------|-------------|
| 1. <a href="#">witney town council</a>               | 666    | 1,049       |
| 2. <a href="#">west oxfordshire district council</a> | 364    | 16,633      |
| 3. <a href="#">wodc</a>                              | 252    | 8,175       |
| 4. <a href="#">ducklington lake and country park</a> | 127    | 830         |
| 5. <a href="#">a4095 road closure</a>                | 84     | 160         |
| 6. <a href="#">west oxfordshire council</a>          | 71     | 3,494       |
| 7. <a href="#">witney council</a>                    | 70     | 890         |
| 8. <a href="#">witney lake and country park</a>      | 68     | 480         |
| 9. <a href="#">finstock road closure</a>             | 60     | 272         |
| 10. <a href="#">witney tiny forest</a>               | 58     | 82          |

| Most popular content  | Views |
|---|-------|
| 1. <a href="#">  Official Site of Witney Town Council /</a>                     | 2,758 |
| 2. <a href="#">A-Z of Council Services   /services/a-z-of-council-services/</a> | 1,617 |
| 3. <a href="#">Lake &amp; Country Park   /services/lake-country-park/</a>       | 1,182 |
| 4. <a href="#">Sports &amp; Recreation   /services/sports-recreation/</a>       | 787   |
| 5. <a href="#">News     Official Site of Witney Town Council /news/</a>         | 723   |
| 6. <a href="#">Vacancies   /council/vacancies/</a>                              | 671   |
| 7. <a href="#">Witney's Tiny Forest   /witneys-tiny-forest/</a>                 | 584   |
| 8. <a href="#">Witney COVID Heroes   /witney-covid-19-heroes/</a>               | 534   |
| 9. <a href="#">Contact Us   /contact/</a>                                       | 467   |
| 10. <a href="#">Cemeteries   /services/cemeteries/</a>                          | 372   |

5.6 The Witney Town Council Website displays “Not Secure” in the URL bar. Adding Secure Socket Layer will address this. We do not collect payments, but we are now starting to collect some personal data from the COVID Heroes form, I & D form and potentially from future sign ups for email contact forms, so this is now a necessary action.



## **ACTIONS**

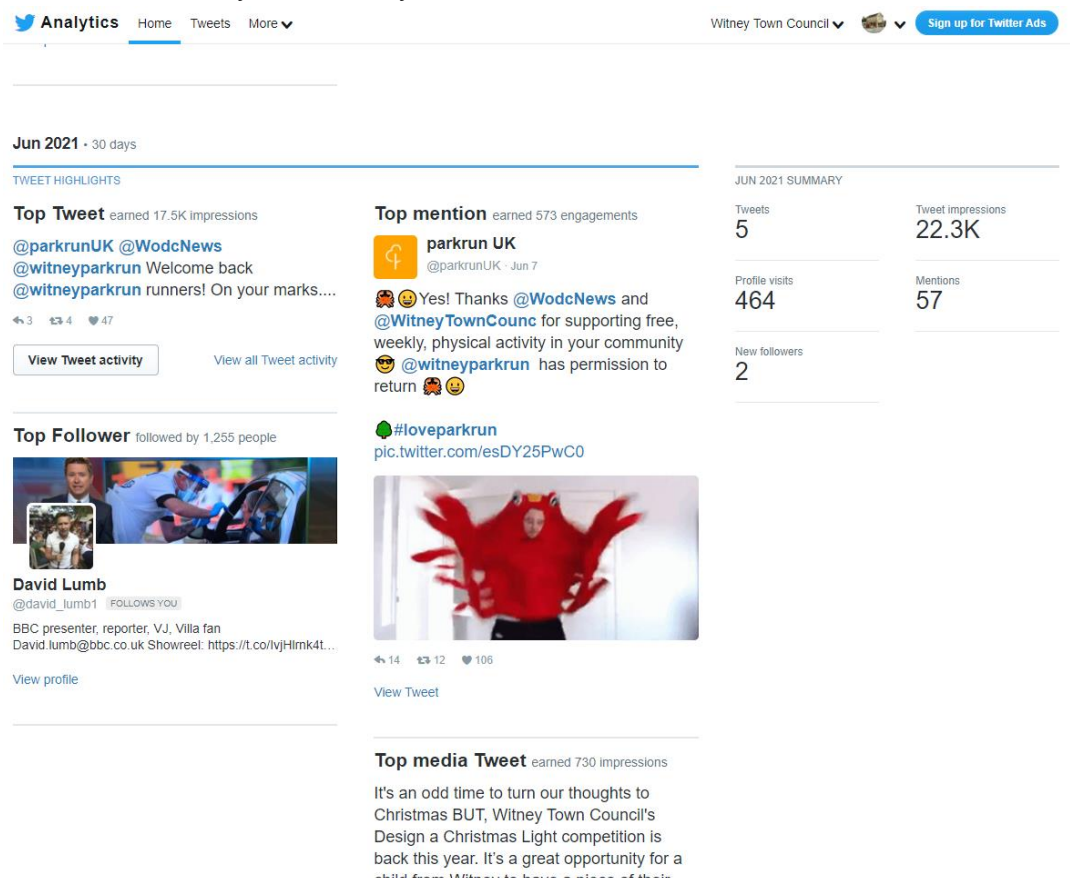
- Add Secure Socket Layer to the website
- Clone and test new theme to fit with rebranding
- Update php to remove need for additional support charge
- Continue to remove old posts, documents and images to guarantee information is current and accurate and website is streamlined, fast and easy to navigate

## **6. Social Media and Town Council App**

- 6.1 The Council has three main corporate social media profiles:  
Twitter: @WitneyTownCouncil – 3409 followers (June 2021)  
Facebook: @WitneyTownCouncil - 3607followers (June 2021)  
And Instagram @witneytc -115 Followers (July 2021)  
We also have a You Tube Channel – These are all administered, and content uploaded, in the main by the Communications and Community Engagement Officer, who is now assisted by the Stronger Communities and Planning Administrator.
- 6.2 Corn Exchange accounts consist of:  
a Facebook page @cornexchangewitney)- 506 followers  
Twitter (@exchange\_corn)- 262 followers  
And Instagram @cornexchangewitney)- 588 followers.  
These are administered by the Receptionist & Bookings Administrator (Facebook and Instagram) and the Venue and Events officer (Twitter)
- 6.3 The Youth Council also has an Instagram account.
- 6.4 There is little historic data available in the analytics dashboard, due to changes in the way the social media platforms provide data, and, or problems with various sites, so it is difficult to judge how audiences have grown since the accounts were set up.
- 6.5 Our Facebook page still has some problems caused by a failed forced upgrade to a business account, and despite submitting the problem to the help desk several times no help has been forthcoming. The page functions well for the most part, but there are some areas that do not perform quite as they, though the issues are mostly just a little inconvenient.

Attempts to create a new page have failed using the current email address registered to the page. Other official Witney Town Council email addresses tried would not permit their use, with the fault message identifying them as being 'grey-listed'. This means that they are blocked from certain actions by Spam Filters.

6.6 Our Twitter account works well. Posts that have the largest reaches tend to have hashtags or lots of other accounts tagged in, so messages about something like Parkrun, for example, which also has a chain of parkrun groups across the country, are widely shared.



6.7 Instagram was set up some time ago, but we were contemplating replacing our Facebook page before linking to it and starting to use it. However, there was a huge untapped channel going to waste and we have begun to use the Instagram channel which feeds automatically to Twitter and Facebook, though it does not do this in a particularly alluring and impactful way!

6.8 The various analytics dashboards do throw up some useful insights into the type of content that performs well. Videos and images generally reach larger audiences than text-only posts and we are using more of these although they can be more time consuming to create. Content that really matters locally and is important to residents can provoke a response and is shared rapidly, reaching a significant number of people. Some examples of hot topics are given in 6.9.

6.9 Facebook's largest reach posts in the last couple of years have borne out the fact that local topics are the big stories. The cancellation of Witney Feast due

to COVID-19 in 2020 logged 27.2k reaches. It was hotly debated, shared, and commented on. Pollution of the town's river and stream with raw sewage stacked up a total reach of 44k across three posts, 21.6k, 11.4k and 11.k respectively. The cessation of adult football on The Leys-15.7k and a good deal of comment again. In contrast, the death of Prince Philip reached just 1.4k. As a national news item people tended to go elsewhere for information and to comment. National awareness days supported by WTC also tend to reach fewer. They have more follows on their own and other closely affiliated sites. These seldom reach 1k on our social media, unless there is a large event in the town as part of the awareness raising.


Post Details

**Witney Town Council**  
19 August 2020 · 🌐

Witney Feast Cancelled

Witney Feast will not take place this year. The difficult decision to cancel was taken by Witney Town Council after much deliberation at an Extraordinary Full Council meeting last night.

Working closely with the organisers, Bob Wilson Funfairs Ltd, in consultation with the Showmen's Guild; and taking advice from other regulatory bodies, concerns remain about the impact the fair could have on the town, given the anticipated size of the crowd and the risk... See more



**Performance for your post**

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**27,219** People Reached

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**749** Reactions, comments & shares 🗨️

|                        |                       |                         |
|------------------------|-----------------------|-------------------------|
| <b>253</b><br>Like     | <b>66</b><br>On post  | <b>187</b><br>On shares |
| <b>2</b><br>Love       | <b>0</b><br>On post   | <b>2</b><br>On shares   |
| <b>1</b><br>Haha       | <b>0</b><br>On post   | <b>1</b><br>On shares   |
| <b>5</b><br>Wow        | <b>1</b><br>On post   | <b>4</b><br>On shares   |
| <b>168</b><br>Sad      | <b>48</b><br>On post  | <b>120</b><br>On shares |
| <b>2</b><br>Angry      | <b>0</b><br>On post   | <b>2</b><br>On shares   |
| <b>194</b><br>Comments | <b>63</b><br>On Post  | <b>131</b><br>On Shares |
| <b>125</b><br>Shares   | <b>123</b><br>On Post | <b>2</b><br>On Shares   |

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**4,733** Post Clicks

|                           |                            |                                 |
|---------------------------|----------------------------|---------------------------------|
| <b>452</b><br>Photo views | <b>0</b><br>Link clicks 🗨️ | <b>4,281</b><br>Other Clicks 🗨️ |
|---------------------------|----------------------------|---------------------------------|

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**NEGATIVE FEEDBACK**

|                  |                  |
|------------------|------------------|
| 7 Hide post      | 1 Hide all posts |
| 0 Report as spam | 0 Unlike Page    |

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Reported stats may be delayed from what appears on posts

6.10 There is the opportunity to boost posts using paid for advertising which increases the reach. However, the reach must be relevant. It seems rather pointless telling people nationally, about our August Playday, for example.

6.11 More useful, is the sharing of some of our content with the Public Halls and

Youth Council social media accounts, and shares by councillors. The use of Hashtags and other tagging, and shared news releases with bigger organisations can substantially increase the number of shares, impressions, clicks and reactions. In this way we are also able to attract new followers.

6.12 Social media has changed the way residents interact with Local Government organisations and makes approaches to councillors outside of formal meetings easier and more commonplace. This also has an impact on the expectations of a more or less instant response.

6.13 The App has become a little stale since its original launch and would benefit from a substantial rebuild as part of the rebranding exercise. Many of the features are somewhat outdated and it lacks much in the way of interactivity or interest to younger residents of the town. What information will people be looking for, what is useful and current? More young persons content, such as information on the Skate Park, details of local sports groups and activities and the Youth Services signposting map, could be worthwhile including.

6.14 Currently the App links to the website and draws news from there. The events tab has become superfluous since it featured mostly what was on in the Corn Exchange. The option for recurring events did not work well with the calendar feature so adding recurring events was onerous as they had to be added singly.

Issues could all be addressed individually so it could be a gradual rebuild rather than a single project.

#### **ACTIONS**

- Build social media audiences, particularly for newly launched Instagram and the App once refreshed.
- Update App content and then promote it by Posting about the features on other social media.
- Record current period analytics data for comparison and growth monitoring in the future.
- Raise awareness of Witney Town Council services and activities and also those of other Local Government tiers with a series of posts.
- Develop more engaging social media content using graphics and video to explain, get across key information to customers and stakeholders and grow audiences.
- Include video reporting by councillors on hot topics and issues.
- Apply rebranding across all SM accounts and App.
- Trial live-streaming of events including council meetings on social media.

## 7 Council Printed Publications and Newsletters

- 7.1 The Council currently has four quarterly newsletters. Three of these are uploaded to the website in pdf format and promoted on social media. The fourth is a printed version sent to every household at the start of the new fiscal year. It contains the annual Residents' Satisfaction Survey with a Freepost return, and details of how the precept has been spent. The problems associated with audience sampling are discussed in 2.1.
- 7.2 There is a considerable cost to the production of this A4 4-sided newsletter. It might be worth researching whether an advertising-based revenue could offset some or all of this cost, making it zero cost to our taxpayers. It might also pay for delivery of other newsletters throughout the year to homes that would prefer this method of getting our news.
- 7.3 We have a Mailchimp account which we can use to build a subscribers list for delivery of an e-newsletter with brief summaries of news and hyperlinks through to the main story. A more pictorial edition, addressing the evidence that media posts with images and videos have more impact and a bigger reach than those with just words. Our last subscribers list "Voice of Witney" was deleted because of the GDPR constraints, so we are starting from scratch with this. Our newsletters are now produced in a Canva template, and this can be integrated with Mail Chimp.
- 7.4 With an audience for printed media and the option to send out the newsletter by email we should look to developing different mailing lists and this could be part of the content of the next printed issue
- 7.5 The Town Council also produces other literature including a burials brochure, which is in need of updating, flyers about the history of Tower Hill cemetery, and the Flora and Fauna in Tower Hill. These originated from an event held in the cemetery and have remained available for download on our website. These could do with updating and modernising to have a little more appeal. These will be subject to the rebranding of printed materials as this takes place.

### ACTIONS

- Assess the need for alternative formats. Annual newsletter could ask for this.
- Develop separate mailing lists for e-formats and print versions of newsletter and publications.
- Re-establish "Voice of Witney" contact database for the purpose of surveying and seeking opinions. Ensure this is cross generation and includes contacts that have come through Inclusivity and Diversity contacts.
- Standardise appearance of current publications and brochures to reflect branding.

## **8 Press and Media**

8.1 The following is a list of the main media organisations operating in Witney and beyond, with whom we regularly, or occasionally share press releases and statements about Council activities and business. Also included are other ways in which we get our story out and some new ideas that could be explored.

### **PRINTED PUBLICATIONS**

Witney Gazette  
Oxford Mail  
The Clerk Magazine  
Guides for Brides  
Witney Letterbox  
Witney Town Guide  
Other niche and specialist publications

### **TV**

BBC South  
ITV Meridian  
Witney TV

### **RADIO**

BBC Radio Oxford  
Jack FM  
Witney Radio

### **OTHER WAYS TO SPREAD OUR NEWS**

Collaborations on PR with Partner Organisations  
Council and Town Meetings  
Events  
Town Crier  
Councillor Surgeries  
You Tube videos  
Vlogging  
Podcasts  
Consultations  
Surveys

8.2 We are at a point in time when many newspapers and magazines are suffering a reduction in readership and advertising revenues and are moving towards publishing digitally and offering subscription rates.

8.3 As shown in our survey many people still look to traditional media to find out about us and we cannot ignore that, or them, even while we work towards being more efficient digitally.

8.4 The local media still retain a large audience, including those who now follow their social media accounts. They exert a good deal of influence and can greatly affect the perceptions of the Council with what and how they report. It is in our interests to continue to maintain a good working relationship with them and be responsive to requests for comments and information. We are currently good at this, with Councillors getting back with comments in a timely manner and making themselves available for early morning radio interviews!

#### **ACTIONS**

- Maintain our relationship with press and media contacts, taking a proactive approach to Council news by providing ready to use copy complete with images or videos and comments from relevant parties
- Respond swiftly to press and media requests and provide comment where possible and relevant. Help them meet deadlines where possible.
- Continue to monitor press as much as possible for potentially damaging reputational issues, addressing these whenever possible.
- Monitor press coverage and record whether stories are positive/neutral or negative.
- Develop relationships with local TV journalists

## **9 Internal Communications**

9.1 An Intranet solution is currently under investigation as a means of ensuring that our internal communication is as efficient as our external communication.

9.2 Effective Content Management will promote engagement with staff across different teams and is suited to a modern, mobile workforce. Its primary purpose is to facilitate equal access to documents and clear communications between departments, no matter where they are based.

9.3 The Council needs to use all its internal communications channels to ensure employees have a clear understanding of its objectives and how their roles and the roles of others fit in with those objectives. This ensures the delivery of the Council's Strategic Plan in the most effective way, and an appreciation and understanding of what other teams and individuals do

9.4 Currently the Council uses the following methods of Internal communication.

- One to one meetings with managers
- Monthly staff meetings (currently by Zoom)
- Some remote teams have WhatsApp groups
- Internal Email and phone

#### **ACTIONS**

- Support the delivery of Intranet once key decisions have been taken.
- Content management controls in place to ensure staff can access information, share content, news and views, including remote/mobile teams.
- Develop an Intranet policy.

## **10. Resources**

10.1 The Communications Officer and the Stronger Communities and Planning Administrator have the following current responsibilities:

- Maintaining and managing content on the Council website
- Compiling proactive media releases
- Handling media enquiries
- Producing four issues of Newsletter a year
- Planning proactive communications activity for a number of projects
- Monitoring media coverage
- Being alert to potential reputational issues
- Producing digital content, including video, to support events and projects
- Managing the Council's social media accounts and app
- Rolling out the Council's rebranding
- Will implement the Content Management System and other elements of the Witney Town Council Intranet once installed

10.2 There is a small budget for printing and delivery of Newsletters and other printed media

10.3 Witney TC has the following Communication and publishing software

Microsoft Office including Publisher and PowerPoint

Canva (free account)

Survey Monkey

Mail Chimp

The Communications and Community Engagement Officer is exploring



additional software packages that will assist with creating engaging content and simplify the editing of documents and images. Proposals so far are for a pdf.editor and Photoshop Lite.

The Action Plan Follows

## Communications Strategy 2021 Action Plan

Table of the planned actions to achieve desired objectives, including measurement and impact.

| Websites |   |                                 |                             |   |   |
|----------|---|---------------------------------|-----------------------------|---|---|
|          | Activity  | Date                            | Measurement                 | Responsibility                                  | Impact  |
|          | Add Secure Socket Layer to the website  | July 2021                       | Website displays secure URL | Communications and Community Engagement Officer | Increased perception of trust, integrity and safety when visiting website.<br>Safer collection of Data  |
|          | Clone and test new theme to fit with rebranding   | To fit with rebranding schedule | None                        | Communications and Community Engagement Officer | Will enable rebranding and a fresh look to the current WTC website if a suitable new theme can be found.                                      |
|          | Update php to remove need for additional support charge   | To fit with rebranding schedule | None                        | Communications and Community Engagement Officer | Reduction in ongoing cost of website, but this is a temporary fix unless we can ditch any PHP based pages as PHP version is regularly updated |
|          | Continue to remove old posts, documents and images to guarantee information is current and accurate and website is streamlined, fast and easy to navigate | Ongoing                         | Size of website             | Communications and Community Engagement Officer | Faster responding website with easily found current and relevant information  |

| Social Media |   |          |   |   |   |
|--------------|---|----------|---|---|---|
|              | Activity  | Date     | Measurement   | Responsibility  | Impact  |
|              | Record current period analytics data for comparison and growth monitoring in the future   | Ongoing  | Comparison of analytics year on year  | Communications and Community Engagement Officer                     | Provides evidence of growth and highlights effective campaigns and messages   |
|              | Build Social Media Audiences  | Ongoing  | Target of 5,000 followers on Twitter and Facebook and 2,000 follows on Instagram by the end of 2021 | Communications and Community Engagement Officer                     | Direct communication and key message/information sharing with residents and enhanced reputation, earn trust and engage in two-way conversations |
|              | Create more engaging social media content such as video to explain Council priorities, get across key information to customers and stakeholders | Ongoing  | Social media analytics to gauge followers gained and viewing demographics                           | Communications and Community Engagement Officer                     | Greater impact and engagement with residents regarding Council campaigns, information, key messages   |
|              | Update App content  | Dec 2021 | Number of downloads and users   | Communications and Community Engagement Officer                     | Strengthens the Town Council's portfolio of communications and offers something of interest to younger residents                                |
|              | Raise awareness of Witney Town Council services and activities  | Ongoing  | Survey feedback demonstrates increased understanding of areas of responsibility                     | Communications and Community Engagement Officer                     | Residents are better informed about who does what   |
|              | Broadcast video reporting by Councillors on hot topics and issues arising from complaints and survey  | Ongoing  | Customer Feedback and commentary  | Communications and Community Engagement Officer and WTC Councillors | Residents have direct response from councillors and become familiar with them and how they work for the town.                                   |

|  |  |             |                             |   |  |
|--|--|-------------|-----------------------------|---|--|
|  | Apply rebranding across all social media accounts and the App              | Dec 2021    | All accounts are consistent | Communications and Community Engagement Officer   | Instantly recognisable as the Witney Town Council brand  |
|  | Trial live-streaming of events including council meetings on social media. | End of 2021 | None                        | Communications and Community Engagement Officer, Democratic Services Officer, Councillors | Greater attendance at meetings and other streamed events for those who may not otherwise be able to be there |

### Printed Publications and Newsletters

|  | Activity   | Date       | Measurement  | Responsibility                                  | Impact  |
|--|--|------------|--|---|---|
|  | Assess the need for alternative formats. Next annual newsletter to all homes could ask for this. | March 2022 | Assessment Produced  | Communications and Community Engagement Officer | Reaches wider audience and offers best option to reach people without email or internet access. |
|  | Develop separate mailing lists for e-formats and print versions of newsletter and publications.  | Ongoing    | Database produced  | Communications and Community Engagement Officer | Offers choices to residents and addresses preferences   |
|  | Re-establish "Voice of Witney" contact database  | Ongoing    | Database produced  | Communications and Community Engagement Officer | Provides feedback from cross-generation demographic   |
|  | Update all current publications and brochures to reflect branding and standardise appearance.    | Ongoing    | New-look publications produced<br>Positive customer feedback | Communications and Community Engagement Officer | Consistent appearance of Town Council Brand earns trust.  |

| Press and Media |  |         |  |   |  |
|-----------------|--|---------|--|---|--|
|                 | Activity   | Date    | Measurement  | Responsible                                     | Impact   |
|                 | Maintain our relationship with press and media contacts taking a proactive approach to Council news. Monitor press coverage and record whether stories are positive/neutral or negative. | Ongoing | 90 per cent of all press releases used by the media in one year period<br>95 per cent positive or neutral tone of coverage | Communications and Community Engagement Officer | Key messages reaching a wide audience Council's reputation protected and perceptions enhanced                  |
|                 | Respond swiftly to press and media requests and provide comment where possible and relevant  | Ongoing | Meet deadlines 90% of the time as a minimum measured over one year period  | Communications and Community Engagement Officer | Mutually co-operative relationships with key contacts across all press and media                               |
|                 | Continue to monitor the media for potentially damaging reputational issues.  | Ongoing | Negative coverage – falls below 5% target, measured over one year period   | Communications and Community Engagement Officer | Reputation of Council protected Customers can trust what the council says. Misinformation is corrected quickly |
|                 | Develop relationships with local TV journalists  | Ongoing | More TV coverage target is 3 slots in a one-year period  | Communications and Community Engagement Officer | Raise the Council's profile further and reach a wider audience   |

| Internal Communications |  |   |                    |   |  |
|-------------------------|--|---|--------------------|---|--|
|                         | Activity   | Date                                    | Measurement        | Responsible                                     | Impact   |
|                         | Support the delivery of Intranet once key decisions have been taken. | As soon as decision is made and ongoing | Usage and feedback | Communications and Community Engagement Officer | Engaged staff and improved inter-team communication  |
|                         | Content management controls in place                                 | Once implemented                        | Usage and feedback | Communications and Community Engagement Officer | Content is relevant, only current versions of documents are accessible and it works across all devices and for all staff wherever based. |
|                         | Develop an Intranet policy   | Before implemented                      | Policy produced    | Communications and Community Engagement Officer | Best practices are observed, and staff are confident in using the system.  |

Prepared July 2021 by Communications and Community Engagement Officer  
 Proposed review date is 1 year from adoption and thereafter every 1 year