

STRONGER COMMUNITIES COMMITTEE

Date: Monday, 24 January 2021

Title: Communications Report

Contact Officer: Communications & Community Engagement Officer - Polly Inness

Background

The focus and content of Annual Satisfaction Survey will be discussed in the Community Engagement Report. Operational considerations pertaining to the newsletter, such as cost will be presented in this report.

Current Situation

Actions from the Communications Strategy are being undertaken. There is a lot to cover but much of the current focus is split between improving internal communication and ensuring that communications output to residents and partners is of a high standard, professional and positive in content.

Newsletter

The Council was happy with the production and distribution of the March newsletter in previous years. The distribution by a local company employed by the printing service worked out to be cheaper and more targeted and accountable than others available, such as Royal Mail and other independent leaflet distribution businesses. A quote from the same printer has been sought and is being compiled.

Rebranding Update

The logo design is about to be offered to a local designer as decided by the Task and Finish group. There will be a short deadline on resolving this in order not to delay further the necessary rebranding across all areas of the Town Council's media and liveries.

Press coverage

The spreadsheet has been refreshed to include some graphics and less text to make it more easily readable. The Planning and Stronger Communities Administrator will be regularly checking the media and recording any coverage (attached).

SSL website

The Town Council's website now has a SSL certificate which gives visitors a much better perception of data security and safety. Our hosting service were able to assist in putting this in place for us very quickly and demonstrated an excellent level of customer support.

Internal Communication Meetings

The communications officer has planned in regular communications meetings with individual teams in order to try to improve internal communications and ensure that individual members of those teams have a good knowledge of what is happening elsewhere. In this way we should all be able to provide accurate information to each other in answer to Customer Enquiries. At the very least it should make it easier to identify which team or officer is likely to have the information we need.

Councillor Videos

The release of the Cycle Repair stands Press Release prompted the Communications Officer to invite the two councillors most closely involved with this item to create video item for Social Media and this is being followed up. The communications strategy did identify a need for a greater number of graphic and video content and this was the perfect opportunity for a first attempt.

Environmental impact

Having declared a Climate Change Emergency at its Council meeting on 26 June 2019 – with this in mind Councillors should have due regard to the environmental impact of any decisions they make with regard to its facilities and services it operates.

Risk

In decision making Councillors should give consideration to any risks to the Council and any action it can take to limit or negate its liability.

Financial implications

- The budget for the 2022 newsletter is £3,000 (Budget Line 4034/702)
- The cost last year for the newsletter design, print and distribution was £2,775.00

Recommendations

Members are invited to note the report and consider.

- 1 to approve the cost of the design, print and distribution of the newsletter.