



COMMUNICATIONS AND ENGAGEMENT STRATEGY

Approved: January 2021
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Communications and Engagement Strategy

Purpose of the Strategy

1. Kimpton Parish Council (KPC) is committed to providing effective communications and engagement with the community. A communications and engagement strategy will set out how the council will communicate and engage more effectively and how it will build a sustainable conversation with the wider community and stakeholders.
2. The strategy will enable the council to show its success and help residents and businesses to understand what the parish council does and how its work benefits the electorate. The strategy aims to create a more active and informed community.
3. It is essential that the council has positive and successful internal and external communication and engagement. Council policies and communications will link back to the Council's aims and objectives.
4. The strategy will set out how it will issue communication messages for different audiences using a variety of communication methods. Communication is changing rapidly in the digital era and KPC will be alert to those changes.

Purpose of KPC communication

5. To provide useful information to the community that is relevant to the day-to-day activities within the village.
6. To consult with the community upon matters that a future decision by KPC will have a significant impact upon the community. Community engagement is to facilitate giving local people a voice and involving them in the decisions that affect them and their community.
7. To inform the community of decisions taken by KPC. All information presented about the Parish Council's governance, decisions and activities should be accurate. No confidential or personal information should ever be disclosed.
8. To raise the profile of KPC within the local community and to publicise the activities of KPC and its Working Parties.

Frequency and medium of communications

9. A new communication should be issued at least at weekly intervals.
10. The medium used for communication should be appropriate to the target audience and in more than one medium.

Communication Methods

11. KPC website <http://kimptonpc.org.uk/>

The site provides news, details of local services, events and useful information for a Kimpton resident, a visitor or people who work here. It will be regularly updated and maintained to ensure that published information is up to date, accurate and relevant. The content, navigation and updates are to be presented in a user-friendly format which will be subject to review and user feedback. The website will be regularly reviewed for compliance with website standards and regulations by an IT specialist.

12. KPC FaceBook and specific topic FaceBook pages e.g. Christmas Market, Kimpton Cares.

Social media will be used to convey the latest news, updates and links to relevant features. It will compliment the KPC website; utilising the same digital information but reaching a different audience to the website. Uploaded or live videos are to be encouraged to increase post reach.

13. E bulletin

Latest local news to be issued to members of an e-bulletin distribution list as and when required. The information will be available on the KPC website and/or FaceBook.

14. Notice Boards

These can be used by the parish council and village groups and organisations for the display of notices and posters. They can be used to publicise council news, community events and activities. No commercial display materials will be allowed unless of specific community benefit or relevance.

Space is limited on the notice boards, so it is important that notices are taken down when out of date.

KPC currently has six notice boards within the parish. These locations are:

- i) Outside Kimpton Primary School
- ii) High Street, west end
- iii) Outside Corner Stores, Claggy Road (locked for KPC use only)
- iv) Lawn Avenue
- v) Blackmore End
- vi) Peters Green

15. Kimpton Parish Magazine

The Chairman of Kimpton Parish Council writes an article for the quarterly editions of the Kimpton Parish Magazine. Printed copies are normally distributed by volunteers to almost 1000 homes in the parish. Other hard copies are available in Kimpton Parish Church and an electronic copy of the magazine will be uploaded onto the KPC website.

16. Annual Report

The Annual Report is prepared for presentation to the Kimpton Parish Meeting held in May and details the activities of the parish council over the past financial year. It includes reports from the Chairman and Parish Clerk and explains where public money is spent for the benefit of the parishioners.

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17. Face to face meetings

These are conducted by the council, working parties, individual councillors and the parish clerk and can be formal or informal in nature. Some meetings are scheduled with invited attendees and others are ad hoc arising from casual encounters. They all have a part to play in communications between members of the council and with members of the public or stakeholders.

18. Virtual meetings and events

As a result of Covid 19 regulations Kimpton Parish Council will utilise virtual meetings and events when regulations determine that face to face meetings cannot be held. It will also consider using virtual meetings and events as part of effective community engagement.

19. Banners

KPC may sometimes produce banners for public events or activities e.g. Kimpton Christmas Market. Other village groups may also produce banners e.g. Kimpton Autumn Show. Banners are put up and taken down by Kimpton Bench Working Party on purpose built frames set up around the parish.

Types of communication

20. Use of different types of communication.

- ✓ Posts
- ✓ Blog
- ✓ Articles
- ✓ Email messages
- ✓ Documents
- ✓ Posters
- ✓ Banners
- ✓ Photographs
- ✓ Videos
- ✓ Verbal

21. All types of communication are to be high quality, engaging and informative with a wide-ranging appeal and relevance. To reach as wide an audience as possible, several types of communication may be used for the distribution of the same message.

22. Photographs are vital as they bring contents to life and should be included with all features where possible. Images need to be large enough to view, compliment the text and have captions that describe the activities/ item shown. Where appropriate, the photographer or source should be credited. KPC will follow regulations regarding the use of images of children.

Kimpton Parish Council's Action Plan

23. Kimpton Action Plan will set out the ways that Kimpton Parish Council will work to enhance the quality of life for residents. The project plans created for the short-term objectives detailed in the action plan will be used to format community engagement and communications.

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24. KPC is committed to informing the residents how its decisions and actions contribute to the achievement of the aims and objectives identified in the Kimpton Action Plan.

Linking the aims and objectives to communication objectives

25. The aims and objectives of the parish council will be realised through the activities of the full council and individual working parties. This in turn will create the material for the communications to be issued.