

PARISH COUNCIL MEETING – 15th DECEMBER 2020

ITEM 6 – COMMUNICATION AND ENGAGEMENT OPTIONS

Suggestion 1 - Communications Strategy for Stoke Mandeville Parish Council

Everything should start with a strategy, and we find that building an effective communications strategy is the perfect foundation block to enable parish councils to really think through their strategic communications priorities. As such, we would work with your council to review and audit its existing public communication channels and output, in order to consider how the council could be even more effective in its work. We will work to understand your existing communications messages and priorities and then facilitate a member and officer workshop to consider forward-looking objectives, priorities, messages that we will then develop into an outline communications strategy for your council. We can, of course, subsequently assist with the implementation of the strategy, if that's useful. In order to achieve this, we would carry out the following work:

- **Stage 1 - Review and Audit**

Breakthrough Communications will objectively analyse your council's current external communications channels, including looking at the quality of existing content and messaging for each channel and seek to understand how each of your existing communications relates to each council service. This will inform the work we set out below in our forward-looking communications strategy virtual workshop. We'll also carry out a pre-workshop anonymous survey with members and officers, to ascertain individual and collective views on existing council communications, and what should be prioritised in the future.

- **Stage 2 - Communications Strategy Virtual Workshop**

Breakthrough Communications will hold a virtual workshop with Officers and interested Members to develop a forward-looking communications strategy. We will work together to analyse existing output, agree priorities and messages for the future, and then consider how best to utilise different communications channels to realise those priorities, including a review of each service area's communications.

- **Stage 3 - Report and follow-up actions**

Breakthrough Communications will then write up and develop an outline communications strategy for your council, which we'll present as a report and we can attend full council / relevant committee meeting as appropriate. We'll talk you through next steps, and how the council can best take on the strategy and make an integral part of their work now and in the future, and can advise on implementation and ways we can work together in the future.

We can usually deliver the workshop, and the communications strategy, within a matter of weeks, as you see fit.

Investment required by the council: £1,345 + VAT

Suggestion 2 - eNewsletter setup, training and implementation support

Our eNewsletter Setup and Support Service enables the council to send out eNewsletter bulletins, as well as emails about local issues or events to your residents, as often as you wish and in a GDPR-compliant fashion. Using one of the world's best eNewsletter/email broadcast systems, Mailchimp, we will set up your council with the ability to safely and securely collect and store email addresses from local residents, then train you how to email residents with information, news, newsletters and so much more. Our service includes the full setup and customisation of Mailchimp software, and a two hour Zoom-based training event with Officers, as well as optional ongoing support for when you need it most.

Investment required by the council: £395 + VAT

Suggestion 3 - Annual Print & Digital Residents Survey

We would work to design and produce a survey of all households within the parish, which would include a printed survey delivered to every house, and a digital survey, promoted via the council's website, social media and paid-for social media advertising to postcode sectors within the parish boundary. This could enable the council to achieve several objectives. Firstly, the council could effectively take the pulse of the community on a wide range of issues, and ask for views on matters such as spending priorities for S106 monies and further Neighbourhood Plan engagement, if relevant. We would also collate and review responses, and prepare and present a report on key themes and other findings to your council.

Investment required by the council (excluding print and distribution): £825 + VAT

Suggestion 4 - New Houses Pack

One issue discussed was new estates and new housing, where people may not feel part of the wider Stoke Mandeville community. One way to help build community cohesion is to produce a proforma 'new household' pack, which could be dropped to each of the new estates, as well as asking local estate agents to give a copy to new residents moving into the parish on an ad hoc basis. This would take the form of a printed pack, comprising information about the council and councillors, the services you provide and ways to get involved, as well as more general and useful information about the community. We would produce this in template form, and could assist with getting an initial small print run done, and then content could be updated in the future, as content evolves.

Investment required by the council (excluding print and distribution): £595 + VAT