



## **Council – 28 November 2019**

### **Agenda Item CC2057/19**

#### **Communicating with the public**

##### **Introduction**

On 24 October the F&A Committee resolved to

- recommend to Council the establishment of a new working group to develop a PR and communications strategy

This paper suggests terms of reference, summarises some of the issues and invites Councillors to join the group.

##### **Discussion**

Several Councillors have suggested that the Parish Council should promote itself more effectively within the community and with its stakeholders including the District Council, Residents' Associations and local businesses.

The aim of the working group is to recommend strategies to improve the Council's recognition and reputation within the community.

There are a number of issues to be considered and resolved. These include:

- the methods of communicating (how and when)
- the messages to be communicated and (what and where)
- responsibilities for carrying out agreed actions (who)

The purpose of the working group is to develop a public relations and communications strategy for the Parish Council and a plan for putting it into effect.

##### **Recommendations**

The Council is invited to approve:

- A new working group to develop a PR and communications strategy.
- The draft terms of reference (at Annex A)
- The issues to be considered (at Annex B)

Councillors are invited to join the working group.

Ryan Bennett, Clerk to the Council

19 November 2019

## ANNEX A – DRAFT TERMS OF REFERENCE

### CROXLEY GREEN PARISH COUNCIL

#### PR AND COMMUNICATIONS WORKING GROUP

##### **1. Membership**

Members of the working group will be appointed by the Parish Council and membership will be reviewed annually.

Members of the public may also be members of the working group, subject to agreement by the Parish Council.

##### **2. Leader**

The leader of the working group must be an elected Member and will be chosen by the working group and agreed by the Parish Council. This will be subject to review annually.

The leader will be the working group's main point of contact for Council staff, Council members and members of the public.

##### **3. Responsibility and powers**

Working groups cannot make decisions on behalf of the Parish Council.

The working group will report its recommendations to the Council for approval.

The working group will report progress to the Finance and Administration Committee.

At least one member of the working group will also be a member of the Finance and Administration Committee and will represent the working group on the Committee.

##### **4. Aim and purpose**

The aim of the working group is to recommend ways in which to improve the Council's recognition and reputation within the community and with its stakeholders including the District Council, Residents' Associations and local businesses.

The purpose of the working group is to develop proposals for a structured public relations and communications strategy for the Parish Council and a draft plan for putting it into effect including (but not limited to):

- Producing and publicising the Annual Report
- Producing regular newsletters (the Parish Pump *lite*)
- Improving the website
- Increasing the reach of the Council's social media presence
- Increasing the visibility of the Council at local events, especially those that the Council has facilitated
- Using meetings held in public, and meetings with the public, as part of a strategy to improve the quality and effectiveness of the Council's communications

## ANNEX B – ISSUES TO BE CONSIDERED

There are a number of different ways in which the Parish Council (and Councillors) can communicate with the public. They include:

- At meetings; most notably the Annual Parish Meeting but also regular meetings of the Council and its standing committees.
- Face to face (individual meetings, CGRA, local area forums, Parish Annual Meeting, stall at the Revels, council run events, etc.)
- In writing (e-mails, letters, text messages, WhatsApp, etc.)
- Printed publications (MyCroxley, Parish Pump, Annual Report, ad hoc leaflets, etc.)
- Advertisements (posters, banners, etc.)
- Website(s) (Parish Council, Wikipedia, etc.)
- Social media (Facebook, Twitter, Instagram, etc.)

There are two main sets of people we are trying to communicate with:

- People who are actively seeking information
- People to whom we want to communicate something. (in effect, people to whom we are promoting the Council)

It is reasonable to segment the local population into five groups, each of which has a different approach to receiving and digesting information:

- Older residents (born before 1945) who may mainly use traditional media (papers, radio, TV) and who may best be reached through printed media delivered to their homes.
- Baby boomers (1945 to 1965) who use a mix of traditional and social media
- Gen X (1965 to 1979) people who mainly use social media (Facebook, Twitter, Instagram, etc.) and some traditional media
- Millennials or Gen Y (1980 to 1994) who rely on social media and the Internet for almost all their communication
- Gen Z (1995 to 2015) who are mostly in education and rely on parents, peer to peer, and social media

All those who are not actively seeking information are also being bombarded with information from many other sources and most deliberately screen out as much as they can to be able to focus on the things that interest them.

If we want to raise the profile of the Parish Council and engage with the community, we will have to use all the different routes in a co-ordinated way to reach all those with whom we would like to communicate.