

St Keyne & Trewidland Parish Council

Communications Strategy Project Plan

1 As a PC we should have a communication strategy to provide a framework for the PC to achieve maximal engagement with the Parish. This may be achieved by setting up a working group within the PC but not exclusively

2 The aim is to set up a communication strategy steering/working group within our PC, this could include non council members of all ages from 14? Years up. This will give a voice to the inhabitants of our parish

3 More Residents input, creation of trust in the PC, a greater understanding what PC can do within the community (its not all about planning applications)

4 There probably are previously agreed documents and strategies, however I am not aware of them

5 The PC can control the narrative by initiating an annual survey both on paper (the Informer) and online (survey monkey). We also should reach out to the younger demographics of our residents by widening the use of social media. We could film our meeting and make them available to watch in a YouTube channel. Younger residents do not respond to the written word, for example agendas and newsletters, as much as videos and social media. We should use QR codes on bright and big (not A4) notices in our notice boards. Not everyone will stop and read through an information jungle (not saying our noticeboards are information jungles) but will scan QR codes to topics then read on the bus for example

6 There may be printing cost of larger colour advertising posters for noticeboards

7 A group could be set up to meet monthly via zoom or in person to implement the vision of closer and more effective communication with the residents..

8 It would be good to start off with a survey and choose a month and have this survey annually in the same month, there is no time constraint or deadline, but it would be good to coordinate with the Informer publishing dates, for example survey in the August edition and results in October in time for the November edition. However, this can be flexible, doesn't have to be August, could be February etc

11 A typical response to surveys of 5% - 10% is considered a good response and other responses can be measured on FB for example, as we already have done in the past 6 month.

12 Set up a working group, work on noticeboard advertising and questions for a survey

13 Feed back from Councillors and suggestions welcome

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