



Adopted by Full Council on: 12th March 2024

Review Date: March 2025

Author: Town Clerk

Version: One

COMMUNICATIONS AND MARKETING POLICY

1.0 Introduction

1.1 This strategy is designed to guide the Town Council's communications activities over the coming months and years.

1.2 Communications activity is a key driver in the public perception of overall Council performance. Research shows that keeping residents informed, listening to their concerns, and involving them when making decisions has a significant impact on their satisfaction with the Council and its services.

1.3 Marketing and promotional techniques are an integral part of a forward-looking communications strategy. If it is to be meaningful and have some longevity, the communications and marketing strategy must reflect the corporate aims and priorities of the Council. It will also reflect the principles set out in the Equalities Policy, Information and Data Protection Policy as well as being a vehicle for the delivery of other Council policies.

2.0 Background

2.1 The Town Council is new and only just developing its first Corporate Plan. The corporate plan will service the purpose of furthering the projects of the town council and be used a vehicle for monitoring its output and successes.

3.0 Communication and Marketing Strategic Objectives

3.1 The Vision of the town council is "to make Kingswood a great place to grow up and grow old". It will need to ensure that it is communicating openly and effectively with the Council's various audiences.

3.2 The council will aim to:

- a. Improve two-way communications with our stakeholders; to have an understanding of what they want, consult with them and listen to their views.
- b. To increase involvement and interest in Council activities and to engage the public in the democratic process.
- c. Ensure that Council's communications are accessible and timely, taking into account the seldom hear groups and people with disabilities.
- d. d. These strategic objectives will inform the Council's approach to public relations, design, marketing, customer care, consultation, and website.

4.0 Stakeholders and key audiences

4.1 The stakeholders and key audiences of Kingswood Town Council are:

- Residents
- Councillors and town council employees
- Partners in the public sector (South Gloucestershire Council, other local councils, Police, schools, and health)
- Special interest groups
- Business community
- Voluntary and community organisations and groups
- The Press/media
- Potential councillors and employees

5.0 Principles

5.1 The following principles will be adopted in all communications:

- Integrity and honesty
- Clarity and accuracy
- Openness and accessibility
- Inclusiveness
- Listening and responding
- Accountability
- Consistency

6.0 Primary publications and communications media

6.1 The following are the primary publications and communications media used by Kingswood Town Council.

A. Publications

- The Town Council newsletter published twice a year and distributed to key community locations.
- Contributions in other newsletters as appropriate: The Kingswood Voice on a monthly basis
- Agendas, reports and minutes which are uploaded on to the council's web.
- Publications/leaflets: Annual Report, Strategy Documents, event leaflets

B. Media Relations

- Press releases and feature material: Produced through the Town Clerk.
- Media statements: These are mostly reactive and cleared with the Town Clerk.
- Advertisements: produced for information, promotional and recruitment purposes and to meet statutory requirements (e.g. public notices).

C: Electronic Communication

- Town Council Website: www.kingswood-tc.gov.uk is the major vehicle for informing local people of what is going on, publishing information about meetings, and the contact details of councillors.
- Facebook: The Council posts useful information and shares other relevant information regularly.
- Email: anyone is at liberty to contact the town clerk via email: clerk@kingswood-tc.gov.uk

D. Face to Face

- Public Question Time in full council and committee meetings.
- Annual Town Meeting: Chance for residents to hear an update on events for the town and to give comments. Once a year before the end of May.

7.0 Stakeholder Engagement

These include:

- Kingswood Chamber of Trade
- Kingswood High Street Partnership
- Friends of Kingswood Park
- We are BS15
- Madeforever
- Creative Youth Network
- Others to be included as we develop.

8.0 Opportunities

8.1 Community Grant Scheme. The town council will be launching a Grant Scheme in the summer of 2024, to enable community groups to apply for funding. This will be publicised as wide as possible. All grant recipients will be asked to promote the contribution made by the town council, in their work.

9.0 Branding

9.1 The town council is in the early stages of developing its brand. The following stationery should clearly be identifiable as from Kingswood Town Council and contain the Town Council Logo

- Letter headed paper
- Compliment slips
- Business cards
- Public notice advertisements
- Emails
- Events fliers
- Community Grant awards

10.0 Accessibility

101 Our contact details should always be kept up-to-date and freely available to make it as easy as possible for people to contact us via email or phone. The phone is staffed Monday – Friday 8.30 am to 5pm