



# NEWTOWN AND LLANLLWCHAIARN TOWN COUNCIL COMMUNICATIONS POLICY\*

## 1 Introduction

1.1 Newtown and Llanllwchaiarn Town Council is committed to putting local people at the heart of service delivery and has committed to communicate, consult and engage with them.

1.2 The Council aims to understand and better meet the needs of the community through good communication, whilst raising the profile of the town and the Council.

## 2. The Policy

2.1 The aim of this policy is to provide guidance to councillors and employees on the types of communication that are available and who should take the lead of on various aspects of the communications process.

2.2 The overall aim is to make Council communications a two-way process: to give people information to understand accurately what we do, while also enabling the Council to make informed decisions using information from residents and partners.

2.3 This Communications policy will work alongside the Engagement Strategy to ensure the most appropriate means of communication is used.

2.4 The Council will develop a communications plan (see appendix 1) to:

- Work closely with residents, businesses and community groups who want to participate in decision making, monitoring services and planning for the future,
- Enhance local democracy by communicating effectively and being accessible to local people.
- To give residents opportunities to be heard at every stage, and the capacity to be effective citizens,
- To give helpful and accurate information to the community, at the right time and using effective methods,
- To improve our communications with our partners,
- To be actively involved in various networking organisations and partnerships,
- To raise the image and reputation of the Council
- To enable every Councillor to maximise their roles as elected representatives and community leaders.
- To improve internal communication methods for staff and councillors.

**2.5** The Council will endeavour to use plain English and Welsh in all means of communication.

### **3.0 Guidance for Councillors**

**3.1** Unless a Councillor is certain that they are reporting the view of the Council, as evidenced by a motion passed by Council or a Committee acting under delegated powers, they must make it clear in any communication that they are expressing a personal view.

**3.2** Councillor communications with Council staff – councillors must not give instructions to any member of staff unless authorised to do so (by council or delegated committee).

### **4. Review and Development**

**4.1** It is extremely important that the council measures the success of this policy so that it may inform any future plan.

**4.2** What can we measure?

- Raised awareness of the Town Council and the services it provides
- Attitudes towards the Town Council
- Participation and engagement with Council projects, initiatives, and consultation processes.

This Council adopted this Policy for Communication at its Council meeting on

.....30/1/17.....

Review Date = Annual

Amended or Reviewed	Date	Version No	Who
Approved	30/1/17	300117/1	Richard Edwards
Reviewed	29/5/18	300117/1	Sue Newham - Mayor

## Appendix 1

### Other relevant policies/strategies

- Engagement Strategy
- Welsh Language Policy
- Data Protection Policy
- Tourism Strategy

Key individuals and groups identified from the Engagement Strategy may determine what communication methods are appropriate

### Current communication methods:

- Contact details for the Council and individual Councillors are made available on the Notice Board, Town Guide and on the website
- Answerphone and website available 24/7
- Council Offices open 9am to 5pm Monday to Thursday and 4.30 on Fridays – for customer service
- Notice of meetings and key council communications are posted on the notice board and web site
- Notice and result of Audit published
- Business directory on web site
- Facebook Page & Facebook Live
- Twitter
- Newtown Community Fund
- E-mail
- Banners on lamp posts
- Press releases
- Surgeries
- Powys County Councillors
- Newtown Food Festival Website

### Could do

- Quarterly Newsletter – monthly e-news letter
- Police
- Annual Report - distribution
- Policies of Council published on website
- Blog on web-site
- Planned communications - timely campaigns and media saturation
- Posters
- Brand consistency – create brand guidelines
- Improved media relations
- Annual questionnaire to review & develop communications
- A-Z guide of Council Services
- Media training for Mayor & Clerk

- Briefings for councillors on issues
- Press section on web site (press releases & photographs to be used)
- Citizens Panel
- Other Social Media applications
- Measures of success – hits on web site, followers on Twitter, % understanding from questionnaires, measure of press coverage
- Review use and content of web site
- Training for staff and Councillors
- Forward Plan for communications
- Shared calendar
- Annual information for residents about how council tax is spent

Appendix 2 –

Who are the audiences	Why Communicate	What to Communicate	How to Communicate	Desired Actions	Who
Staff & Councillors	Internal Communications  To ensure that the Council staff and Councillors are aware of what is going on in the Council and what projects and services are being delivered when.	Information on what specific staff and councillors are working on at a particular time. To be aware, in advance of the public, important news.	E mail, meetings, training sessions, text messaging (e.g. What's App broadcast list), shared calendar, face to face and telephone conversations, newsletter.	Information distribution	Town Clerk team Councillors
Existing Community	External Communications  Promote Civic Pride with an active and engaged community	Inform existing residents about the activities of the Town Council, community groups, businesses, events, successes as well as failures.	Blogs Council and personalised meetings Surgeries Direct e-mails Films or clips for You-Tube and website Leaflet drops Local radio/TV Local written media Newsletter Posters Social Media Website Surveys (inc Survey Monkey) Other Consultations with community	Bespoke to each separate communication, in keeping with brand guidelines	PR & Marketing Manager + Town Clerk team Councillors

Who are the audiences	Why Communicate	What to Communicate	How to Communicate	Desired Actions	Who
Existing businesses	External Communications Improve opportunities for local businesses and promote prosperity, create and facilitate a dialogue with the wider-business community	Opportunities to collaborate/ link with each other and the wider community. Share successes, innovations and opportunities.	Bespoke meetings Blogs –including guest bloggers from the business community and interviews Direct emails Professional films for YouTube or good quality Video blogs Local written media Newsletter Social media Website Forum for example a Newtown Business Breakfast Facebook group. Events –such as the Newtown Business Breakfasts	Bespoke to each separate communication, in keeping with brand guidelines	PR & Marketing Manager + Town Clerk team Councillors

Who are the audiences	Why Communicate	What to Communicate	How to Communicate	Desired Actions	Who
Potential businesses	External Communications Attract business investment and employment opportunities to Newtown	Communicate with businesses beyond Newtown is a good location for businesses to thrive. Micro-businesses and SMEs are an ideal candidate to attract as there is a flourishing 'working from home' community here and many work hubs providing business space.	Bespoke meetings Blogs/articles County or country wide news features Email / telephone Social Media? Website	Bespoke to each separate communication, in keeping with brand guidelines	PR & Marketing Manager + Town Clerk team Councillors
Potential visitors	External Communications  Increase footfall –good quality community events are a good way of doing this.	Inform prospective visitors about events attractions and links to nearby attractions, things to see and do locally and accommodation. Walkers are Welcome will encourage an increase in footfall for the town. Should we should consider Air BnB's as places for people to stay.	Films for YouTube Newsletter –what's on? Placements in national publications Regional tourist websites Social media Website Mid & North Powys Destination Network Town Guide distribution	Bespoke to each separate communication, in keeping with brand guidelines	PR & Marketing Manager + Town Clerk team Councillors

Who are the audiences	Why Communicate	What to Communicate	How to Communicate	Desired Actions	Who
Potential residents	<p>External Communications</p> <p>Encourage a diverse and engaged group of people to move to Newtown</p>	<p>The message should be that Newtown is a progressive, lively and interesting place to live.</p> <p>A residents pack will inform prospective residents and those who have just moved here about Newtown.</p>	<p>Blogs</p> <p>Local written media</p> <p>Social media</p> <p>Website</p> <p>Films for YouTube</p> <p>Local radio/TV</p> <p>Newsletter</p> <p>Liaise with local estate agents to promote the Newtown Guide as part of their welcome pack.</p>	<p>Bespoke to each separate communication, in keeping with brand guidelines</p>	<p>PR &amp; Marketing Manager + Town Clerk team Councillors</p>
Public Sector	<p>External communications</p> <p>To make sure other Councils and emergency services are aware of issues we know about. Keep in the loop ourselves about things that our town's people will need to know. Help each other with issues going on in the town and surrounding areas. Improve our relationships with these authorities.</p>	<p>Link up on projects</p> <p>Be aware of what the other is working on</p> <p>Help each other for the greater good of the town and surrounding areas.</p>	<p>Email,</p> <p>Newsletter,</p> <p>Telephone conversations, face-to-face meetings and catch ups.</p>	<p>Bespoke to each separate communication, in keeping with brand guidelines</p>	<p>PR &amp; Marketing Manager + Town Clerk team Councillors</p>



Who are the audiences	Why Communicate	What to Communicate	How to Communicate	Desired Actions	Who
Any of the above	<p>Internal and External Communications</p> <p>There is an emergency</p>	<p>A measured and confident response to any crisis.</p> <p>We need to draft an emergency plan which filters through the staff hierarchy so we endeavour to always have someone who can take charge.</p> <p>It will include an internal check list where those in the line of hierarchy can follow. All staff should be familiar with this document. We should also consider whether to respond at all.</p>	As appropriate	Bespoke to each separate communication, in keeping with brand guidelines	PR & Marketing Manager + Town Clerk team Councillors