



Chalfont St Peter Parish Council

Communications Strategy and Action Plan

Communications Strategy

Implement an integrated communications strategy, with an emphasis on social media and email, which relays announcements and news to the target audience(s) prioritising the most effective method(s) of communication for regular calendar events, such as Feast Day and the Annual Parish Meeting, and planned special events, for example the 2022 Jubilee beacon evening, with sufficient flexibility to exploit proactively *ad hoc* opportunities arising from material supplied by parish council committees.

Parish Councillors and staff will receive communications from individuals. There is an expectation these will be acknowledged promptly and if the recipient is unable to deal with the matter, it should be forwarded, with resident's permission under GDPR, to the appropriate person. All formal communications received by the Parish Council (not Councillors individually) will be formally acknowledged by the Clerk.

Target Audiences:

- All CSP residents.
- CSP businesses including the Chamber of Commerce.
- Community organisations such as the community centre, library, and voluntary groups such as CSP Feast Day, NAG, and Rotary, neighbouring parish councils, and Bucks Council's community board.
- Potential employees.

Note: CSP parish council employees, per se, are the responsibility of the parish clerk.

Key messages

The parish council:-

- works hard in the interests of all CSP residents
- provides a wide range of services and amenities
- the parish councillors themselves have a broad range of skills and experience
- encourages residents' participation in parish council projects such as the BBB and the Village Guide.

Mechanisms

- Social media: Facebook, Twitter & Instagram (if adopted)
- Email
- Website & Web channel (if adopted)
- Print: local free magazines, newspaper(s) including their online presence & the parish council's Village Guide (if further edition progressed)
- Posters and leaflets for distribution via shops; library, parish council, community centre and school (if permitted) notice boards,
- Monthly councillor surgeries
- Broadcast: Radio & TV



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Action Plan

- Identify annual calendar-related opportunities, for example: Annual Parish Meeting; Feast Day; Fun Night,; Christmas carols; and monthly councillor surgeries.
- Start building a resident's email database
- Identify upcoming local, regional, and national events' opportunities, for example: Jubilee evening; Neighbourhood Plan Drop In and Big Biodiversity Battle
- Exploit proactively news items or stories from parish council committees, preferably with a photograph. These can be posted on social media with a link, if needed, to a news item on the website with more detail. If not supplied direct via the parish clerk, the Comms team will supply text and photo for posting on the website which should be updated in a regular, timely manner so that the impact from social media links can be maximised.

Evaluation and Measurement of Success

- Facebook: Increase in number of likes and shares
- Twitter: Increase in the number of followers
- Website: Increase in traffic
- All events: increase in visitor numbers
- Number of e-mail subscribers
- Instagram: Increase in traffic
- Councillor surgeries and Parish events: Number of residents attended/ visited
- Online surveys: Number of responders