



## Littlehampton Town Council Communications Strategy 2017-2021

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<b>Policy Maker</b>	Sofia Chittenden – Communications Manager
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<b>Review Cycle</b>	Every year

### This information pack contains:

<b>Littlehampton Town Council Communications Strategy 2017-2021</b>
Strategy No.1 - Littlehampton Town Council Communications Strategy



# Littlehampton Town Council Communications Strategy 2017-2021



# Littlehampton Town Council

## Communications Strategy

### 2017-2021

#### Revisions

<b>First Adopted by Full Council</b>	12.10.2017	
<b>Last reviewed</b>	<b>Reviewed by</b>	<b>Date Approved by Full Council</b>
November 2018	Sofia Chittenden – Communications Manager	24.01.2019
<b>Next review due</b>		
September 2019		

## INTRODUCTION

This Communications Strategy sets the strategic framework for delivering Council Communications – internal and external, on and off line.

Communicating well is the responsibility of everyone at Littlehampton Town Council and this Strategy is designed to be a useful tool for Members, Corporate Management and their teams.

The Strategy reflects the continued growth in digital communications and highlights the commitment to use a multi-channel approach in reaching the variety of people the Council serves, including residents, businesses, community groups, visitors and all levels of government.

The Strategy is based on **three key principles** that will help the Council achieve its Mission Statement “*We, the Members of Littlehampton Town Council, are committed to providing, maintaining and developing services and local initiatives which will improve the quality of life of the residents of Littlehampton & Wick*” and shape the way in which it delivers services.

Littlehampton Town Council aspires to be:

### 1. A Council that is easy to understand and talk to

The Council needs to understand the people it serves and engage regularly by offering opportunities for dialogue as well as informing. The Council must provide opportunities for feedback and encourage the public to shape services.

The Council will use plain English, be clear and concise in its messages and it will use the knowledge gained from public engagement to assess whether it needs to address the accessibility of its communication (such as whether translation into other languages need to be offered).

**2. A Council that conducts business as an open democratic organisation**

The Council will develop a strong corporate identity which demonstrates that it is an efficient, effective and listening organisation focused on the public and their needs. The Council must be seen as an informative and proactive organisation that residents, stakeholders and visitors understand and trust. The Council, by using coordinated and targeted communication channels, will continue to inform the public of the services it offers and aim to increase public engagement.

**3. A Council where Communications and Marketing are integrated corporate functions**

Communicating what the Council does must be at the centre of all Council activities. It is important that the various communication channels are treated as a whole rather than individual elements and Members and Staff understand their importance. Successful communication is a seamless alignment of all elements – the message we transmit and the impact it has. The Strategy will work best if delivered through the Communications Manager who will have an overview of the corporate communications and can coordinate resources.

## STRATEGIC OBJECTIVES

1. The Council will actively promote the services it delivers and use the communication channels available to increase its presence in the community and become a reliable and trusted information provider.
2. The Council will approach communications as an integrated corporate function.
3. The Council will seek to use the resources available across communication channels to understand its audience and identify the best way to communicate clearly and consistently while increasing opportunities for dialogue and feedback.
4. The Council will identify opportunities to increase exposure for the business community while generating income for the Council.
5. The Council will develop a Strategy for the Visit Littlehampton brand.
6. The Council will constantly review and monitor corporate communications to ensure that it reflects public expectations and that it offers value for money.

## WHO DOES THE COUNCIL COMMUNICATE WITH

The target audience will vary depending on the particular information being communicated and there may be different audiences within each group i.e. young residents.

- Residents
- Members
- Businesses and Investors
- Visitors
- Other Government Agencies
- Community Groups
- Volunteers
- Staff
- Media
- Suppliers



## CORE RESPONSIBILITIES OF COMMUNICATIONS

### Media relations

- Preparation and distribution of all media releases including liaison with relevant Members and Officers
- Response to media enquiries including requests for comments and interviews
- Proactive work including identifying stories and news
- Monitoring of all media on and off line including social media
- Sharing of information in emergency situations such as flooding

### Corporate Communications

- Corporate brand
- Corporate publications
- Corporate stakeholder engagement
- Design and publishing of publications – printed and web based
- Corporate campaigns
- Internal communications i.e. Pre-election period

### Senior Management and Member Relations

- Briefings and liaison on media issues
- Communications advice and support





### **Commissioned Provision (through Service Funding Agreements and Contracts)**

- Campaign planning and management based around services and issues
- Specific services including design, photography, video production, copy writing, printing and social campaigns

### **Democratic Communications**

- Issuing Committee agendas and minutes
- Inform the public of the Council's range of services
- Consult and engage widely with the public

## **COMMUNICATION TOOLS**

1. The Council utilises a number of communication tools to interact with its audience, as shown in the graphic below.



2. Breakdown of current Communication Tools

Digital	
Web	Social Media
LTC Website	LTC Facebook
	Mayor of Littlehampton Facebook
Visit Littlehampton Website	Visit Littlehampton Facebook
	Visit Littlehampton Twitter
	Visit Littlehampton Instagram
	Visit Littlehampton e-newsletter
Littlehampton Museum Website	Littlehampton Museum Facebook
	Littlehampton Museum Twitter
Print (standard LTC publications)	
Committee Agendas and Minutes	
Progress Newsletter	
Wedding Brochure	
Venue Hire Brochure	
Complaints Form	
Calendar of meetings and Councillor Contacts	
Event and Museum Flyers and Posters	



Breakdown of current Communication Tools cont.

<b>Outdoor Advertising</b>
Lamp Post Banners
Roundabouts and Planters
LTC Vehicles
LTC Notice Boards
LTC Buildings
Gateways
<b>Media</b>
Press Releases
Adverts in other publications i.e. Primary Times
Radio Adverts
<b>People</b>
Employees
Members
Volunteers
<b>Other</b>
Partnerships i.e. Arun District Council
Sponsorship
Initiatives
Service Funding Agreements
Grants



## WAY FORWARD

The day to day implementation of the Strategy is the responsibility of all Members and Employees under the guidance of the Communications Manager.

<b>Objective 1</b>	<b>The Council will actively promote the services it delivers and use the communication channels available to increase its presence in the community and become a reliable and trusted information provider</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Maintain a modern, intuitive and responsive Town Council website which allows its users to access information about the services the Council offers quickly and easily</li> <li>• LTC Facebook Page to be a signposting place for other key pages such as Visit Littlehampton</li> <li>• Raise the profile of the Mayor through the Mayor's Facebook page so that residents have a good understanding of the role and feel encouraged to be part of local government</li> <li>• Ensure that all LTC publications have a clear key message and provide reliable and timely information about the Council's activities</li> <li>• Establish a plan for the distribution of LTC standard publications including Agendas and Minutes to maximise exposure</li> <li>• Ensure that LTC is acknowledged where appropriate</li> <li>• Continue to use lamp post banners to maintain a constant public presence</li> <li>• Continue to use notice boards as a way of promoting activities and encouraging public engagement</li> <li>• Explore ways to increase media coverage</li> <li>• Identify ways to increase the Council's profile when working in partnership</li> <li>• Seek opportunities to raise the Council's profile by supporting community initiatives such as sports club awards</li> <li>• Improve the presentation of LTC corporate publications such as the Calendar of Committee Meetings and Councillor Contacts</li> <li>• Rebrand of the Progress Newsletter to help strengthen the Council's brand and messages</li> <li>• Introduce an electronic newsletter to compliment the printed issues</li> </ul>

<b>Objective 2</b>	<b>The Council will approach communications as an integrated corporate function</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Ensure that Members and Staff understand the importance of communications in their work</li> <li>• Continue to use the 'Communications and Marketing Plan' Form to assist Staff in focusing their efforts on the best channels for the message they wish to convey</li> <li>• Communications Manager to work together with all Council teams to establish communication plans for the year ahead including press releases and Facebook posts</li> <li>• All Staff involved in commissioning adverts to work with the Communications Manager to establish a plan for the year to maximise exposure and benefit from deals</li> <li>• Include Communications in the Management Team Meeting Agendas</li> <li>• Train staff in social media, website management and corporate publicity such as press releases</li> <li>• Develop a brand guidelines document</li> </ul>
<b>Objective 3</b>	<b>The Council will seek to use the resources available across communication channels to understand its audience and identify the best way to communicate clearly and consistently while increasing opportunities for dialogue and feedback</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Carry out regular surveys on the Town Council's website to establish what content people wish to see</li> <li>• Ensure that the Town Council's Facebook Page is a reliable platform for interaction with the Council</li> <li>• Use communication channels to encourage residents to be more involved in Council activities such as attend key Committee meetings like the Annual Town Meeting</li> <li>• Promote discussion when posting items on social media in order to gather feedback</li> </ul>

<b>Objective 4</b>	<b>The Council will identify opportunities to increase exposure for the business community while generating income for the Council</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Create a Sponsorship Opportunities Document outlining all the opportunities available</li> <li>• All Staff to work together to identify sponsorship opportunities</li> <li>• Communications Manager to actively promote sponsorship opportunities and build relationship with investors</li> <li>• Ensure that Progress deadlines align with events to maximise advantages offered in packages</li> <li>• Utilise lamp post banners as advantages offered in packages</li> <li>• Incorporate e-Progress as part of advantages offered in packages</li> </ul>
<b>Objective 5</b>	<b>The Council will develop a Strategy for the Visit Littlehampton brand</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Set out clear aims and objectives</li> </ul>
<b>Objective 6</b>	<b>The Council will constantly review and monitor corporate communications to ensure that it reflects public expectations and that it offers value for money</b>
<b>Actions</b>	<ul style="list-style-type: none"> <li>• Review Communications Strategy every four years</li> <li>• Monitor digital media trends to ensure the Council is keeping up to date with technology</li> <li>• Digital First – the need for printing will be considered when planning communications and marketing</li> <li>• Submit an annual report detailing website hits, social media reach, media coverage, event audience levels etc</li> <li>• Increase the number of Council forms online</li> </ul>