



## **COMMUNICATION & ENGAGEMENT STRATEGY**

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### 1. INTRODUCTION

Wool Parish Council agreed to produce a Neighbourhood Plan and asked for members of the Parish Council & Volunteers from the Community to form a Steering Group to lead on their behalf. The Steering Group update the Parish Council on a monthly basis and take relevant documents back to the Parish Council for their endorsement.

The Wool Parish Neighbourhood Plan will define the community vision for the Wool Parish to develop in the future.

Two-way communication with the local community during the Neighbourhood Plan is vital for its success and ultimate support through the referendum; therefore, it is important to develop a coherent strategy of how this will be achieved and plan out key stakeholder engagement.

This strategy sets a framework for communications to develop, promote, and support the Wool Parish Neighbourhood Plan. It gives direction to all media, online, internal, marketing, publications, and public relations communications activity undertaken on behalf of the Wool Parish Neighbourhood Plan Steering Group.

We will use the most appropriate channels of communications to reach our wide variety of stakeholders including residents, employees, businesses, community partners, and all levels of government. We will seek to provide communications services on the most cost – effective basis.

Communication only works when messages are clear and easy to understand and when it is a two - way process. It's not enough to talk – we also have to be able to listen. Therefore, this strategy will set out to ensure that key messages are developed throughout the various stages of the Neighbourhood Plan, are communicated as widely as possible, and stakeholders are provided with multiple methods of providing feedback.

## 2. AIMS

The aims of the Communication Strategy are to:

- To allow residents and other relevant stakeholders the opportunity to take part in defining the Wool Parish Neighbourhood Plan.
- To gain support: community engagement is essential in developing consensus, avoiding misconceptions and creating confidence in the process.
- To understand the Neighbourhood: to find out what people think and draw on their knowledge is an important part of the evidence base.
- To ensure that the implications of the development and adoption of the Neighbourhood Plan are understood by all stakeholders.

## 3. OBJECTIVES

Our objectives in communicating are:

- To provide honest, clear and unambiguous communication
- To involve all residents, all who work in the Parish and all other interested parties
- To ensure that all have equal accessibility to all information
- To ensure that all have the opportunity to give their opinions
- To have clear consultation processes and accurate reporting of the results

## 4. ACTIVITIES AND MEANS OF COMMUNICATION

We shall use a variety of methods based on what reaches people most effectively and has most credibility.

These include but are not limited to:

Posters/banners

Delivering flyers through letterboxes

Presentations at Drop-in Sessions

Dedicated website with a link on Parish Council website

Social media ie facebook/twitter/linkedin to capture younger audiences and professionals

Email

Parish newsletters

Contact local media (radio, press, television) for major announcements

Word of mouth

## 5. EVALUATION

This is a working document and therefore will be added to or adjusted during the process.

The Wool Parish Neighbourhood Plan Steering Group will carry out a communications audit Annually to assess the effectiveness of the strategy with both 'internal' and 'external' audiences.

We shall consider in particular, who has not responded or reacted to our communications.

We shall discuss the evidence/results carefully and use them to amend and improve the Strategy going forward.