



COMMUNICATIONS STRATEGY

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Saxilby with Ingleby Parish Council Communications Strategy

1.0 Introduction

Effective communication is central to building a strong, engaged, and resilient community. The Saxilby with Ingleby Parish Council Communications Strategy sets out how the council will share information, listen to residents, and promote opportunities for meaningful participation.

The council is committed to moving beyond simply informing and consulting. Our approach is rooted at the engage and empower levels of the spectrum: fostering two-way dialogue, involving residents in shaping decisions, and enabling the community to take an active role in improving our parish.

This strategy provides a clear framework for how messages will be created and delivered, guided by four content pillars – Educate, Engage, Entertain, and Empower – and aligned to the council's objectives.

In doing so, it seeks to strengthen trust, encourage active involvement, and ensure residents are informed and have influence on the decisions that shape their community.

2.0 Purpose and objectives

To enhance community engagement, build trust, increase transparency, and promote awareness of parish council activities, services and events.

All communication shared by the parish council should fall under one of the following four 'content pillars':

	Educate	Engage	Entertain	Empower
Purpose	Provide meaningful insights into the work of the council, and inform and advise residents about services and events that may be valuable to them	Encourage two-way communication, community participation, and active involvement in parish affairs	Make communication enjoyable and engaging to capture attention, and create a sense of community spirit	Provide residents with the tools, knowledge and confidence to take action and contribute positively to the parish
Examples	<ul style="list-style-type: none"> Update on a council decision, and what it means for residents Advising of upcoming road closures Explaining budget and funding allocation 	<ul style="list-style-type: none"> Public consultations and surveys Q&A sessions with councillors Sharing, commenting and reacting to social media posts 	<ul style="list-style-type: none"> Sharing local history and fun facts Content such as quizzes and competitions Showcasing photos of the village submitted by residents 	<ul style="list-style-type: none"> Encouraging residents to report issues (eg. Potholes, fly-tipping) with clear guidance Promoting community grants and funding opportunities Highlighting ways residents can get involved in council projects or decision making
Outcome	Builds trust and transparency, ensuring residents are well-informed about local governance and services	Strengthens community ties and makes residents feel heard and valued	Conveys a sense of personality and approachability	Gives people a sense of ownership and motivation to help improve the local area

By using all four content pillars, the following objectives should be met:

- To foster a sense of community, belonging, and trust amongst residents and the council
- To increase engagement and involvement in parish events, consultations, and council activities
- To raise awareness of key decisions and services at national, county, district, and parish level

3.0 Content

Content topics should align with the pillars above, as well as the parish council objectives:

- Maintain and improve community facilities and amenities
- Protect and enhance our green spaces and street scene
- Preserve and enhance heritage assets, environmental assets and wildlife
- Retain and encourage employment and tourism opportunities
- Improve the well-being of residents
- Respond to planning consultations in-line with the NDP, to meet the needs of the community and addressing any transport impacts
- To foster public participation and engagement
- To recognise the climate and biodiversity emergency

4.0 Target demographics

Communications are aimed primarily at those living in, working in, and visiting the parish including: Families; young people; older people; local businesses; volunteers; and community groups

5.0 Tone

- Clear and accessible: Simple, jargon free language
- Community-focused: Friendly, engaging, and inclusive
- Transparent and trustworthy: Honest and factual updates
- Consistency: Regular updates across all platforms

6.0 Key messages

- ‘The council partners with the community to listen, respond, and take action.’
- ‘Stay informed about news, events, and changes in the parish’
- ‘Get involved in shaping the future of our village’
- ‘We have a strong community – together, we can make a difference’

7.0 Council Actions & Communications Messages

1. **Listening & Acting:**

“Your council is here to listen and act in the community’s best interests.”

→ Reassures residents that the council is responsive and accountable.

2. **Information & Awareness:**

“Stay informed about news, events, and changes in the parish.”

→ Encourages residents to remain up to date.

3. **Engagement & Participation:**

“Get involved in shaping the future of our village.”

→ Promotes active participation and community input.

4. **Community Spirit & Collaboration:**

“We have a strong community – together, we can make a difference.”

→ Emphasizes collective action and connectedness.

5. **Quality of Place & Lifestyle:**

“An attractive place to live, work, and enjoy.”

→ Highlights the parish as a desirable, vibrant, and enjoyable location.

8.0 Communication channels

Channel	Purpose	Frequency
Parish Website	Council minutes and agendas Policies Parish news	Monthly (or as required)
Social Media	News Events Council information Engagement	2 x weekly (or as required)
Foss Focus	News Events Key issues Community stories	Monthly
Noticeboards	Events Announcements Agendas Council vacancies	Updated monthly (or as required)
Press Releases	Major council decisions Campaigns	As required
Leaflet Drops	Campaigns Consultations	As required

9.0 Methods

- Plan communications content in advance, ensuring all content pillars are covered
- Improve target audiences' awareness of how to keep up to date with council communications
- Promote regular engagement with residents and the community, at both council and community events
- Ensure evergreen communications (online and printed) are regularly checked for relevance and accuracy

10.0 Monitoring and evaluation

- Public Perception
 - To be distributed bi-annually on social media and in the Foss Focus to gain feedback based on the Communications Strategy objectives
 - Feedback to be analysed to show progress made towards objectives, and a report provided to Full Council
- Event attendance
 - Record turnout for council meetings and parish activities/events
 - Compare attendance for events to monitor trends
 - Use information gained to inform ongoing strategy
- Social media metrics
 - Track metrics such as engagement and reach, monitoring trends
 - Use information gained to inform ongoing strategy
- Feedback from residents and analytics should inform improvements.
- This strategy should be reviewed regularly to ensure effectiveness.

11.0 Responsibilities

Communications Lead – Clerk

- Oversees the overall communications strategy
- Ensures messaging aligns with council policies
- Acts as the main spokesperson for official announcements
- Liaises with local media when required

Social Media and Website Management – Administration Officer

- Manages the parish website, ensuring up-to-date content
- Posts updates on social media and response to community engagement
- Monitors and moderates online discussions to prevent misinformation
- Tracks analytics to improve digital outreach

Public Relations and Community Engagement – Administration Officer

- Builds relationships with local residents, businesses and organisations
- Gathers and responds to feedback from the community
- Ensures communications are inclusive and accessible

Press and Media Coordinator – Clerk

- Drafts press releases for key announcements and events
- Develops relationships with local newspapers, radio and online media
- Handles media enquires and arranges interviews when needed

Emergency and Crisis Communications – Clerk

- Prepares and implements crisis communication plans
- Ensures timely and clear updates during emergencies (e.g. Extreme weather, road closures)
- Co-ordinates with local authorities for accurate information dissemination

Events and Promotional Materials Co-ordinator – Administration Officer

- Plans and promotes parish events and initiatives, in liaison with the events committee
- Designs leaflets, posters, and other promotional materials
- Co-ordinates community noticeboards and physical signage

12.0 Budget

£51.75 per month – Foss Focus