



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, local issues and events that may be valuable to them	- Encourage two-way communication, community participation, and active involvement in parish affairs - Be approachable and welcoming	To foster a sense of pride, belonging, and community spirit by sharing stories, events and positive aspects of community life in Saxilby with Ingleby parish. Engaging communication on social media	Provide residents with tools, knowledge, and confidence to take action and contribute positively to the parish
EXAMPLES	- Update on a council decision, and what it means for residents - Advising of upcoming road closures - Explaining budget and funding allocation - Meeting dates and agendas	- Public consultations and surveys - Sharing, commenting and reacting to social media posts - Councillor Meet and Greet (Pre-Full Council & Village Hall)	- Sharing local stories - Showcasing photos of the village submitted by residents - Organise or facilitate and promote village events.	- 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 and community 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	Provides 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 all tiers of government

3.0 Content

Content topics should align with the content pillars, and the parish council objectives

4.0 Target demographics

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

5.0 Tone

1. Clear and accessible: Simple, jargon-free language
2. Community focused: Friendly, engaging, and inclusive
3. Transparent and trustworthy: Honest and factual updates
4. 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’

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.”

→ Emphasises collective action and connectedness.

5. Quality of Place & Lifestyle:

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

“Protecting our natural habitats and wildlife.”

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

7.0 Communication channels

Channel	Purpose	Frequency
Parish Website	• Council minutes and agendas • Council Working group meetings and minutes, e.g. MUGA, Westcroft, Waterfront Policies • Parish news • Issues, e.g. road closures • Consultations- new, closed with outcomes	Monthly (or as required)
Social Media	• News • Events • Council information • Engagement	Twice weekly (or as required)
Foss Focus	• News • Events • Key issues • Community stories	Monthly
Noticeboards	• Events • Announcements • Agendas • Council vacancies	Updated weekly (or as required)
Press Releases	• Major council decisions and projects • Campaigns	As required
Leaflet Drops	• Campaigns • Consultations	As required
Meet and greet: Other communication: • Emails. • WhatsApp	• Listen to and respond to local concerns and ideas. • Residents can correspond directly to councillors • Specific whatsapp groups for events/projects that supporting residents can be part of (speedwatch, poppies,)	Monthly As required/appropriate

8.0 Methods

- Plan communications content in advance, ensuring all content pillars are covered over the month
- Promote regular engagement with residents and the community, at both council and community events
- Ensure communications are checked for tone, relevance and accuracy

9.0 Monitoring and evaluation

- Public Perception
 - Survey/poll to be distributed 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 report 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
 - Record councillor attendance at each event
- 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 proposed improvements.

Communications Lead – Clerk

- Oversees the implementation of the communications strategy
- Ensures messaging aligns with council policies
- Liaise with local media when required in-line with media and social media policy

Community Engagement – Councillors

- Builds relationships with residents, businesses, and organisations
- Gathers feedback from the community
- Attend community events
- Monthly meet and greet sessions
- Share council social media posts – events, news
- Social media engagement signposting resident queries

Social Media and Website Management – Administration Officers

- Manages the parish website, ensuring up-to-date content
- Posts updates on social media and response to community engagement
- Monitors and moderates online comments to prevent misinformation
- Tracks analytics to improve digital outreach, reporting back to council
- Ensures communications are inclusive and accessible

Press and Media Coordinator – Clerk

- Drafts press releases in-line with social media policy for key announcements and events
- Develops relationships with local newspapers, radio and online media
- Handles media enquiries and arranges interviews when needed

Emergency and Crisis Communications – Clerk

Prepares and implements crisis communication plans

- Shares updates during emergencies (e.g. extreme weather, road closures)
- Co-ordinates with local authorities, where required, for accurate information dissemination

Events and Promotional Materials Co-ordinators – Administration Officer/Events WG

- Plans and promotes parish events and initiatives
- Designs leaflets, posters, and other promotional materials, in-line with council style
- Co-ordinates community noticeboards and physical signage

10.0 Budget

£51.75 per month – Foss Focus