

Agenda item 11, Appendix 2 – Communications Strategy

Who are the audiences (in priority order)?	Why communicate?	What to communicate?	How to communicate?	Desired actions
	<p><b>These three columns provide broad reasons on why, what and how we should communicate with each type of audience</b></p>			<p>For example, come to an event, know what the Council is doing etc</p>
<p><b>1. Staff and Cllrs</b> →</p>	<p>Internal Communications</p> <p>To ensure that the Council staff and Cllrs are aware of what is going on in the Council and what projects are being delivered and when.</p>	<p>Information on what specific staff and Cllrs are working on at a particular time.</p> <p>To be aware, in advance of the public, important news</p>	<p>Email, meetings, training sessions, text messaging (for example a What's App broadcast list), face-to-face and telephone conversations, Clerk's by-weekly update.</p> <p>A shared calendar or shared intranet/portal for advising others of events and involvement in meetings or campaigns etc.</p>	
<p><b>2. Existing community</b> →</p>	<p>External Communications</p> <p>Promote civic pride</p> <p>Promote an active and engaged community</p>	<p>Inform existing residents about the activities of the Town Council, community groups, businesses, events, successes, as well as failures – this enables and forges a more human relationship.</p>	<p>Blogs</p> <p>Council and personalised meetings</p> <p>Direct emails</p> <p>Films or clips (video blogs) for YouTube on our own website</p> <p>Leaflet drops</p> <p>Local radio/TV</p> <p>Local written media</p> <p>Newsletter</p> <p>Posters on noticeboards</p> <p>Social media</p> <p>Website</p> <p>Surveys</p> <p>Consultations with the local community</p>	<p>Bespoke to each separate communication, in keeping with our brand guidelines</p>
<p><b>3. Existing businesses</b> →</p>	<p>External Communications</p> <p>Improve opportunities for local businesses and promote prosperity, create and facilitate a</p>	<p>Opportunities to collaborate/link with each other and the wider community.</p> <p>Share successes, innovations and opportunities.</p>	<p>Bespoke meetings</p> <p>Blogs – including guest bloggers from the business community and interviews</p> <p>Direct emails</p>	<p>Bespoke to each separate communication</p>

Agenda item 11, Appendix 2 – Communications Strategy

	dialogue with the wider-business community.	Encourage local businesses to achieve “Good Business” status	Professional films for YouTube or good quality Video blogs Local written media Newsletter Social media Website Forum – for example a Frome Business Breakfast Facebook group. Events – such as the Frome Business Breakfasts	
<b>4. Potential businesses</b> →	External Communications Attract business investment and employment opportunities to Frome	Communicate with businesses beyond Frome is a good location for businesses to thrive <b>within the context of few available premises.</b> Micro-businesses and SMEs are an ideal candidate to attract as there is a flourishing ‘working from home’ community here and many work hubs providing business space.	Bespoke meetings Blogs/articles County or country wide news features Email / telephone Social Media? Website	Bespoke to each separate communication
<b>5. Potential visitors</b> →	External Communications Increase footfall – good quality community events are a good way of doing this.	Inform prospective visitors about events attractions and links to nearby attractions, things to see and do locally and accommodation. Walkers are Welcome will encourage an increase in footfall for the town. We should consider Air BnB’s as places for people to stay.	Films for YouTube Newsletter – what’s on? Placements in national publications Regional tourist websites Social media Website	Bespoke to each separate communication
<b>6. Potential residents</b> →	External Communications Encourage a diverse and engaged group of people to move to Frome	The message should be that Frome is a progressive, lively and interesting place to live. A residents pack will inform prospective residents and those who have just moved here about Frome.	Blogs Local written media Social media Website Films for YouTube Local radio/TV Newsletter	Bespoke to each separate communication

Agenda item 11, Appendix 2 – Communications Strategy

			Liaise with local estate agents to promote the Discover Frome calendar, as part of their welcome pack.	
<b>7. Public Sector</b> →	<p>External communications</p> <p>To make sure other Councils and emergency services are aware of issues we know about. Keep in the loop ourselves about things that our town's people will need to know.</p> <p>Help each other with issues going on in the town and surrounding areas. Improve our relationships with these authorities.</p>	<p>Link up on projects</p> <p>Be aware of what the other is working on</p> <p>Help each other for the greater good of the town and surrounding areas.</p>	Email, Clerk's by-weekly updates, telephone conversations, face-to-face meetings and catch ups.	
<b>Any of the above</b> →	<p>Internal and External Communications</p> <p>There is an emergency</p>	<p>A measured and confident response to any crisis.</p> <p>We need to draft an emergency plan which filters through the staff hierarchy so we endeavor to always have someone who can take charge. It will include an internal check list where those in the line of hierarchy can follow. All staff should be familiar with this document. We should also consider whether to respond at all.</p>	As appropriate	Bespoke to each separate communication