

Agenda Item 4

For discussion - Launch of the Marketing and Communication strategy review 2020

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Summary

This report frames the scope of the review and invites discussion regarding the direction of the Communication Strategy for Frome Town Council

Frome Town Council Communication strategy was adopted in 2016 and was last reviewed in 2019. Following a change of council and a newly adopted corporate strategy which can be seen [here](#) it is important that the current communication strategy is in line with that document. This is an opportunity for councillors to have agency over the direction of the communication strategy and to ensure that the corporate direction is seamlessly in line with the wish of the council.

A discussion at the meeting is planned which will be based on the existing strategy at Appendix 1 (below). This will start the review process by revisiting the strategy as a whole and examine why we communicate, identify who our audiences are, perhaps prioritise them, ask what to communicate, to look at the methods of communication that we use and ask if there are any others that we should have. Finally, looking at how we communicate, how effective we are and look at desired actions or changes to be made to the current strategy.

At the end of the discussion Cllrs can decide over the next steps, if any. Something to think about is whether there is a need to review the strategy further and if so, how should that happen, who should be involved (experts in the town as well as some Cllrs?) and when to bring the proposed changes back to Council Matters for approval.

Appendix 1

Who are the audiences (in priority order)?	Why communicate?	What to communicate?	How to communicate?	Desired actions
	These three columns provide broad reasons on why, what and how we should communicate with each type of audience			For example, come to an event, know what the Council is doing etc.
1. Staff and Cllrs	<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>	
2. Existing community	<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>

Appendix 1

<p>3. Existing businesses</p>	<p>External Communications Improve opportunities for local businesses and promote prosperity, create and facilitate a dialogue with the wider-business community.</p>	<p>Opportunities to collaborate/link with each other and the wider community. Share successes, innovations and opportunities. Encourage local businesses to achieve “Good Business” status</p>	<p>Bespoke meetings Blogs – including guest bloggers from the business community and interviews Direct emails 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</p>	<p>Bespoke to each separate communication</p>
<p>4. Potential businesses</p>	<p>External Communications Attract business investment and employment opportunities to Frome</p>	<p>Communicate with businesses beyond Frome is a good location for businesses to thrive within the context of few available premises. 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.</p>	<p>Bespoke meetings Blogs/articles County or country wide news features Email / telephone Social Media? Website</p>	<p>Bespoke to each separate communication</p>
<p>5. Potential visitors</p>	<p>External Communications Increase footfall – good quality community events are a good way of doing this.</p>	<p>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</p>	<p>Films for YouTube Newsletter – what’s on? Placements in national publications Regional tourist websites Social media Website</p>	<p>Bespoke to each separate communication</p>

Appendix 1

		for the town. We should consider Air BnB's as places for people to stay.		
6. Potential residents	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 Liaise with local estate agents to promote the Discover Frome calendar, as part of their welcome pack.	Bespoke to each separate communication
7. Public Sector	External communications 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. Help each other with issues going on in the town and surrounding areas. Improve our relationships with these authorities.	Link up on projects Be aware of what the other is working on Help each other for the greater good of the town and surrounding areas.	Email, Clerk's by-weekly updates, telephone conversations, face-to-face meetings and catch ups.	
Any of the above	Internal and External Communications There is an emergency	A measured and confident response to any crisis. Emergency plan which filters through the staff hierarchy so we	As appropriate	Bespoke to each separate communication

Appendix 1

		endeavor to always have someone who can take charge. We should also consider whether to respond at all.		
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