

### Agenda Item 3

#### For information - Update on Marketing and Communications strategy

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#### Summary

This report looks at what the aims and objectives of the Marketing and Communication teams' area of work. The report also identifies the scope of what the team does, a look forward to the year ahead and look at the staff team who will deliver the work.

#### Aims and Objectives

The aim of the Marketing and Communications team is:

- To enhance the public understanding of the council's work and encourage participation from residents;
- To ensure the communication of the council's work is as inclusive and accessible as possible, timely, accurate and gives information about our projects to the community;
- To collect insights and feedback, and interpret them;
- To enhance the council's and the town's public image and reputation.

We will achieve these through positive and meaningful communication both in digital format and in person and in print. In addition, we work across the whole of the FTC team adding value to produce coordinated communications that often achieves more than one objective.

The objectives for this area of work are defined in the 2024-25 Work Programme:

- Develop a strategic programme of Marketing and Communications to include community projects, marketing the town and the Town Hall
- Support and increase the range of information for residents about community-based projects, activities and services available, to encourage engagement and active participation.
- Improve the image, experience and pride in the town centre encouraging more residents and visitors to visit and use its facilities.
- Support a programme of activity that enables people living and working in Frome to participate and engage in decision making.
- Ensure the Town Hall is accessible, well used and fit for purpose.
- Create, support and deliver a programme of events & activities to bring the community together, encourage participation and community cohesion.

#### How do we go about this?

Our workstreams can be divided into three strands:

- The Town Hall, promoting and supporting the events that happen in it and ensuring good occupation rates:

- Discover Frome, which aims to get residents and visitors into Frome, and which also segues with our visitor offer supporting our independent shops, active travel, and the Arts;
- Delivering and promoting projects identified in the Town Plan that support our residents and highlight the work of Frome Town Council.

We communicate using multi-channels, aiming to talk to people in the spaces where they are most comfortable – whether in person, in print or online. We use:

- Press releases for all the work of the council, major announcements or updates;
- Our websites are well used, and we constantly evaluate the content, user-friendliness, and ensure there are regular updates;
- Social media, across multiple platforms;
- Newsletters including Frome Matters, or communicating with stakeholders through the Community Groups newsletter, Business updates and other less frequent updates which members of the public can sign up to
- Events, activities and meetings
- Visual media, using printed material or digital assets and engagement tools to increase awareness.
- Noticeboards, in collaboration with our notice board Ambassadors
- Face to face with our Discover Frome Information Point Volunteers
- Digital platforms and tools for project-specific communications and feedback where appropriate including Your Priorities, Common Place, You Tube and Survey Monkey

Members of the community communicate with Frome Town Council through:

- Email, letter, in person at the Town Hall, in a council meeting or by phone for individual enquiries
- On social media for comments and questions, or via DM or messenger.
- At events, activities, meetings and celebrations – captured and recorded
- Using digital platforms such as Your Priorities, Common Place, Survey Monkey

### What is our messaging

At the core of all our messaging are the values in our Frome Town Council Plan:

- To be fair, inclusive, and for all;
- Open, honest and transparent;
- Engaging and encouraging participation.

Our messaging should also be direct, easy to understand, explain the why, and focus on resident engagement or call to action. Our brand should be easy to recognise, trustworthy and represent those values. We will strive to be timely and responsive.

### Who are our audiences?

Our audience is anyone with a stake in Frome: people living, working or doing business here, and people who influence the future of the town:

- Residents
- Visitors to the town
- Community Groups
- Agencies and Partners
- Service providers
- Local businesses and employers
- Families
- Young People
- Older People
- Schools
- Opinion Formers e.g. Politicians, journalists, National Government

### Monitoring and evaluation

We will review this strategy each year. The measures of success will be identified and evaluated, including outcomes, insights, and reach.

We will continue to monitor the monthly performance of campaigns where key messages can be reviewed and updated, including what we do and how we do it, and seek to reach those who are often find hard to hear.

Before the next review, we will conduct a piece of work – ‘Who reads what.’ This will help us to understand the ever-changing communication picture and inform future campaign delivery.

### Work programme

This strategy will help focus how we communicate and engage with local residents and partners. We will work within our work programme detailing projects and areas of work where communication is anticipated, working across the wider team and working with partners where appropriate.

### Staff

Below is the Marketing and Communications team - who does what and where their current project focus is:

**Rachel Griffin – Marketing & Communications Manager (full time)** – Strategic direction for Marketing and Communications, brand guardian, pr and insight, also for Town Hall and events, and Discover Frome project. Currently working on future planning for the year ahead, with a focus on the Discover Frome and a comms plan for the Community Engagement team.

**Lucy McMahon – Lead Marketing and Communications Officer (full time)** - Press & Events and FTC website, currently looking at updating brand guidelines, Showfield Engagement, School Streets comms, digital capture and a revised comms plan for healthy homes.

**Jenna McCooey - Marketing and Communications Officer (22.5hrs Maternity Cover)** Social, Newsletters & Town Hall Marketing, Laura on return lead on Town Hall marketing, GHF

comms for FTC and Christmas. Jenna comes to the end of her term in mid May as Laura returns to the role.

**Miles Macey –Marketing and Communications (20hrs), Art working, Ticketing & Digital Assets** - currently working on branding and collateral for Green and Healthy Frome, Great Big Green week and templates for social content for engagement activities.

**Nykki Mehta – Events administrator (29.5hrs)** Bookings both in the Town Hall & Parks and Open Spaces, events support stewards’ rotas and resourcing events, and currently working on Road Closures for community and our large scale events.

**Amber Stone –Marketing and Communications Intern (full time)** - currently working on Discover Frome Website updates and features, FIND updates, and film content. Will support Marketing and Communications Manager to deliver Discover Frome element of the work programme

**Tricia Mugridge – Discover Frome Information Point Volunteer Coordinator (5hrs)** Project based to support the Discover Frome Information Point.

**Recommendation**

Note the report and working with Lead Cllrs for this area of work, deliver the rest of this year’s work programme and review those areas of work discussed.