SHARLSTON PARISH COUNCIL

Communications Plan

Adopted 2nd March 2026

To review: 2nd March 2027

---

1. Objectives

• The Parish Council will use this communications plan to:
o Increase community engagement and awareness.
o Improve transparency in council decisions.
o Attract volunteers / new councillors.
o Inform residents about events, services, and projects.

2. Target Audience

The Parish Council aims to reach:
• Residents (all age groups).
• Local businesses.
• Community groups and organizations.
• Non-residents who may have an interest in parish matters (e.g., nearby residents, visitors).

3. Key Messages

The Parish Council wants to convey:
• What the Parish Council does and how it benefits the community.
• Updates on key projects, initiatives, or decisions.
• Opportunities for public participation (e.g., upcoming meetings, consultations).

4. Communication Channels

The Parish Council will use the following platforms to reach its audience:
• Digital Presence:
o Website: Keep the parish website updated with meeting minutes, events, and news.
o Social Media: Facebook & Instagram posts with regular updates.
• Traditional Media:
o Noticeboards: parish noticeboards / QR codes linking to digital content.
o Leaflets/Flyers: Handing out leaflets at community events or deliver to homes.
o Local Press: Share news or press releases with local newspapers or community magazines.
- Annual Report
- Surveys

• **In-Person:**
o Events & Meetings: parish meetings, open days/coffee mornings, consultations and other gatherings to engage directly.
o Outreach to Local Schools & Churches: Partner with these institutions to share council information.

5. Frequency & Content Schedule
• **The Parish Council will develop a schedule for regular content:**
o social media posts approximately 4 per month
o Quarterly print updates in local magazines or leaflets.
- Annual Open Days
- Monthly updates on noticeboards & website
- Ad-hoc surveys & events

• **The Parish Council will plan the type of content:**
o Council meetings and decisions.
o Upcoming events.
o Community announcements (e.g., public consultations, volunteering opportunities).

6. Tone & Style
• The Parish Council will ensure the communication style is:
o Clear & Concise: Avoiding jargon and making the content accessible.
o Friendly & Engaging: Using a tone that is welcoming and inclusive.

7. Measuring Success
The Parish Council will set key performance indicators (KPIs) to evaluate the plan's effectiveness:
• Increase in website traffic.
• Growth in social media followers/engagement.
• Attendance at meetings and events.
• Feedback from the community (e.g., through surveys).

8. Adjustments & Feedback
The Parish Council will:
• Regularly review the plan to see what works best.
• Adjust based on feedback from councillors and residents.

Cllr P Belbin Chair

Emma King Clerk