

Communication Strategy and Plan

Aim

To inform the community of the proposed Neighbourhood Plan, why it has been decided to have one, what it will contain and how people can contribute to it.

A two-way communication with the local community during all stages of the Neighbourhood Plan is vital for success and ultimate support through to the referendum; therefore it is important to develop a strategy of how this will be achieved and plan out our community engagement.

Page | 1

This strategy sets out a framework for communications to develop, promote, and support the WM Neighbourhood Plan. It gives direction to all media, online, internal, marketing, publications and public relations communication activity.

We will use the most appropriate channels of communications to reach the wide variety of our populations including residents, community groups, shops, businesses and landowners.

Objectives

The objectives of the Communication Strategy are to:

- Ensure as far as possible that the purpose, development and adoption of the Neighbourhood Plan are understood by all the community
 - Allow residents and community groups the opportunity to take part in defining the WM Neighbourhood Plan.
 - Ensure as far as possible that the community are aware of the Neighbourhood Plan process to include:
 - The roles and responsibilities of the Neighbourhood Plan Committee and Working Groups
 - The process of creating the Neighbourhood plan
 - The governance, approval, and acceptance of the Neighbourhood Plan
 - The Schedule for the Neighbourhood Plan
 - Ensure as far as possible appropriate communication to all stakeholders that:
 - The current status of the Neighbourhood Plan is understood at all times
 - Appropriate approval is gained from all stakeholders to the draft plan
-

Communication Strategy and Plan

Target Audience

It is essential in any communication strategy to identify the key stakeholders and to understand their interest. The aim is to provide sufficient information to be able to target audiences with specific messages, using the most appropriate communications methods.

Page | 2

The target markets have been identified as below but greater detail will be added by the Working Groups and Facilitators in the course of their research and preparation for consultations. Once this has been defined the Communications team will provide support wherever possible.

- Shopkeepers and businesses
- Clubs and societies
- Land and property owners
- Health and care groups
- Faith groups
- Residents in the age groups
 - 5-14
 - 15-18
 - 19-40
 - 41-60
 - Over 60

Key Messages

The following key messages should be applied, consistently, throughout the communications activity.

- 1) The Neighbourhood Plan will set out policies to enhance the quality of life in Wickham Market and to ensure a sustainable thriving community for the foreseeable future
 - 2) The Neighbourhood Plan will help protect against inappropriate and unwanted development and will aim to set out future areas for development appropriate to the housing needs of the community.
 - 3) The Neighbourhood plan will consider measures to support existing businesses and encourage new businesses both in retail and the commercial sectors
 - 4) The Neighbourhood plan will set out ways to protect our heritage and environment and provide adequate green infrastructure for community use.
 - 5) The Neighbourhood Plan has been written by volunteers for the benefit of the whole community.
-

Communication Strategy and Plan

Communication Methods

Key Tools	Notes	Frequency	By Whom	Target Audience
Working Groups interacting with the neighbourhood	This is a key approach to ensure the community engages and takes ownership of the process. The working Groups should be volunteers recruited from a wide cross section of the community.	Throughout the process	Working Groups assisted by a Facilitator	Local Residents, Community Groups, Businesses
E-mail/letter/meeting	Direct engagement with specific individuals, business or groups	As required	NP Committee and Working Groups	Local Residents, Community Groups, Businesses
Website	Extension of WM PC website or separate linked site with content management system. Information, Online forms, calendar, minutes etc.	Updated regularly – at least monthly and immediately after key events	Website administrator communications team	Local Residents, Community Groups, Businesses
Social Media	To target a younger audience use of social media must be considered; however for these methods to be effected they must be updated regularly. Face Book, twitter etc.	Updated regularly – at least weekly and after key events	Social Media account owner assisted by communication team	Local Residents, Community Groups, Businesses
Community Events, Exhibitions, Workshops	These will complement work undertaken by Working Groups and will be at key points in the process. Workshops will allow face-to face communication with the community and allow collection of feedback.	At least 3 key open days / workshops during the planning process – to be added as milestone events on the project plan.	NP Committee together with Working Groups	Local Residents, Community Groups, Businesses
Press releases – EADT, local Newspaper, Local Websites	The use of regular press releases and information packs will allow updates and broadcasts of key messages.	Regular as news requirement	Communications Group	Local Residents, Community Groups, Businesses
Survey/ Questionnaires	These can be on specific issues and can be inserted in magazines, put on the website or hand delivered	When necessary	Working Groups	Local Residents, Community Groups, Businesses
Posters	Distributed and displayed in local shops, businesses, Village Hall and resource centre	When necessary	NP Committee / Communications group	Local Residents, Community Groups, Businesses
Flyers	To launch the NP programme. Hand out at Xmas market, distribute to shops, businesses and through the resource centre.	Christmas Market launch and during the first 2 months of campaign	Communications Group	Local Residents, Community Groups, Businesses
Leaflets	Containing full details of the Neighbourhood plan, its benefits and process. Distributed to every household and business in the area. Also used for distribution at open days and by working groups.	Distribution 3 weeks before first open day/workshop	Communications Group	Local Residents, Community Groups, Businesses

Communication Strategy and Plan

Other tools that will support our communications and identity with the community are:

PowerPoint Presentations, Display Boards, Stand up banner, Low cost printed support items
Balloons, pens, name badges etc.