

# Communication Strategy 2022

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## The Organisation

### Organisational overview

Burgess Hill Town Council serves over 30,000 residents, providing services and events. Our Communication Strategy needs to serve residents, informing them of the Council's work, updates on the town, and what is going on in the community. The Strategy also needs to serve Town Council staff and Councillors.

The position of Social Media and Communications Officer has been created, to bring together the various means of communication into one role, allowing for a more cohesive communication strategy, and these means of communication to be streamlined and approved.

### Existing Forms of Communication

External Communications	
Social Media – Facebook, Twitter and Instagram	Immediate form of communication which can provide urgent updates on the town, up to date information on events. Promotion of Town Council events, community events, information from other councils and local organisations. Contact point for residents for queries. Paid advertising can be used to increase reach.
Town Council website	Meets statutory requirements to display Councillor information, Minutes and Agendas and other important Council information. Source of information on Council services, and information on Burgess Hill. Changeable noticeboard section on the front page for promotion of events.
About Town magazine (residents communication via post)	Delivered to all households in Burgess Hill via Royal Mail, reaches residents who are not online
Noticeboards	Locations around the town, updated maximum once per week. Reaches residents who are not online. Priority goes to Council documents and posters.

Help Point window and display screen	Visible town centre location, regularly checked by people, particularly those who are not online.
Press Releases	Distributed to press list, Town Council staff and Councillors.
Banners and Posters around town	Primarily used for events, these can be hung at various points around town with visibility from the roads and roundabouts.
Youth Zone website	Aimed at 11-18 year olds and adults who care for them. Services, groups and events for young people.
Mayor's Updates on the radio	A regular session with the Mayor on Burgess Hill Radio, to be publicised by Burgess Hill Town Council and released on our social media and website after the event. Questions can be taken from residents to be answered by the Mayor.
<b>Internal Communications:</b>	
Briefing Note	A weekly update sent to all staff and Councillors via Mailchimp, with updates from the Town Council and external organisations.
Press Releases	Press Releases are sent to all staff and Councillors to keep them informed.

## New forms of communication

New forms of external communications to be introduced.

Event Notification	Email sign up for residents to be notified of all town events. This has now been set up and the first communications will start in October and November 2021.
About Town digital distribution	Email sign up for residents to be sent a digital copy of About Town
Residents Surveys	An annual resident's survey to go out with the annual report to be considered. Surveys to be done to improve two way communication with residents, for example Town Events survey. Feedback surveys could be done on a smaller scale after large events or event programmes to be tied into event reports.

## Goals and Tactics

Below are set out overall goals for the Town Council's Communications, and what can be done to achieve these goals.

- a) Support Town Events Programme
  - b) Inform residents of what is going on in Burgess Hill
  - c) Inform staff and Councillors of Town Council work and what is going on in Burgess Hill.
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- Overall Goal A: Support Town Events programme
    - Sub goal 1 Promote Town Events programme to residents
      - Activity: Consistent reach of publicity to include online and offline publicity
      - Tactics to complete the Activity:
        - Calendar of events for the coming months to be released quarterly to give advanced notice of events
        - Event-specific promotion to start 5-6 weeks before
        - Event pages to be set up on Facebook

- Regular social media posting, including boosted posts if required
    - Press Releases to be sent out before events, and on upcoming events calendar
    - Noticeboards and Help Point displays to be used for posters and graphics to reach those not online
    - About Town articles on upcoming events
    - Events notification email list to be used
  - Sub goal 2 Ensure Support for events
    - Activity: Encourage Councillor support and commitment from Community Groups
    - Tactics to complete the Activity:
      - Briefing note to be used to sign up Councillors
      - Meetings to be held with community groups to maintain relationships
      - Advanced communication with community groups to let them know of upcoming events and allow them to plan and prepare – circulate quarterly events calendar
- Overall Goal B: Inform residents of what is going on in Burgess Hill
  - Sub goal 1 Promote External events to residents
    - Tactics to complete the Activity:
      - Town Council Social media and website to be used to promote events from local community groups
      - Noticeboards and Help Point window to display posters of events
      - About Town articles on external events

- All staff to give relevant information to Social Media and Communications Officer
  - Sub goal 2 Inform residents of Town Council and other local authorities work in Burgess Hill (e.g. road closures, flooding issues, major building works)
    - Tactics to complete the Activity:
      - Town Council Social media and website to be used to share information from the Town Council and other local authorities
      - About Town articles
      - All staff to give relevant information to Social Media and Communications Officer
- Overall Goal C: Inform Staff and Councillors of Town Council work and what is going on in Burgess Hill
  - Tactics to complete the Activity:
    - Briefing Note sent out weekly compiling all useful information
    - Staff meetings – full staff meetings, section head meetings, one-to-one meetings – responsibility of Management team.
    - All staff to give relevant information to Social Media and Communications Officer

## About Town Review

Currently About Town is distributed three times a year, with a copy delivered to all households in Burgess Hill via Royal Mail. The cost per issue is around £4800, with some income coming from advertising. As we develop our digital communication channels, following the general trend towards digitisation, About Town will be reviewed to see if this is the best use of this money. About Town reaches those residents who are not online, and this should not be dismissed.

The March issue of About Town will include a tear out survey, and link to online survey, consulting residents on the magazine. This will be available in the Help Point and in other key locations in the town. The specific questions will be considered by the Community Engagement Team in conjunction with Council. The results of this survey will inform the

