**Nailsea Town Council Communications Strategy**

**Our Vision**

Our vision for Nailsea is a town with wellbeing at its heart, vibrant and flourishing, meeting the needs of all ages by offering readily accessible employment, shops, public transport, a fit-for-purpose road infrastructure, safe access for pedestrians and cyclists throughout, plus a range of leisure activities.

**Strategic Objectives outlined in the 5 Year strategic plan**

* Enhance council communications.
* Further improve sports, leisure and culture facilities for all ages.
* Enrich quality of life and community wellbeing.
* Become a role model for environmental sustainability and climate change awareness.
* Improve travel and transportation access within Nailsea.
* Continue to improve the value delivered by council operations.

**Our Aims**

Within its statutory role, the Council have three main objectives to fulfil:

1. Use direct powers to act in the best interest of residents

Where possible, use Town Council influence to act in the best interests of the residents. This includes committing financial and staff resources to provide services or pursue objectives.

1. Support the work of local organisations

The Council will seek to support local groups who wish to develop their own social, cultural, recreational, community and charitable activities. This support will, where appropriate, take the form of advice and encouragement, as well as financial support by means of grants and occasionally, loans.

1. Advocate for Nailsea

The Council works to ensure that other bodies, especially North Somerset Council, fulfil their obligations towards residents. It will continue to represent the

interests of Nailsea with statutory and other bodies for the benefit of residents.

**Objectives**

The overall objectives of our communications strategy are;-

1. **Increasing the target audiences understanding of the Council role.**

* Raise the understanding of **what the Council does and who they are** – seen by residents as trusted community leaders. Communicate the difference of roles between a Unitary Authority and Town Council.

1. **An increased awareness of “Nailsea First”**
   1. Demonstrate in every communication that the Councillors **represent the residents** – “Nailsea First” – and able to listen and make change
2. **Challenging inaccuracies and misrepresentations** that might challenge the Council brand image
3. **Signposting** residents to useful and relevant information
4. **Making best use of technology and communication channels** to engage with hard-to-reach groups such as older residents, young people and BME
5. **Supporting the work of local organisations by promoting their work whenever possible** Audiences can find out what services are available in the town and ‘what’s on’ in particular where council supported.
6. **An increased understanding of the Council and what we can influence.** 
   1. Audiences get to know Nailsea Town Council, what it does/doesn’t have an influence on, and the quality of service they can expect
   2. Help the audiences to become more confident and satisfied with the role the Council plays in our town and feel the Council is approachable and will listen
7. **How Nailsea Town Council spend the Town Precept and what the precept is**
8. **About Nailsea Town itself and key activity / news**
9. **Communicating the work of No 65 High Street and activities at the Tithe barn**
   1. 65 High Street is an informal drop-in venue for anyone wanting advice and support. It’s used by a variety of local groups and services with a focus on community wellbeing.
   2. 65 High Street is funded by Nailsea Town Council. There are also have a range of rooms available to hire for local services and businesses at reasonable rates.
   3. **The Tithe barn is the main Nailsea Town Council offices.** There are also have a range of rooms available to hire for local services and businesses at reasonable rates.
   4. Weddings, wakes and other events are held at the Tithe Barn.
   5. The communications strategy supports the work of all the groups and facilities offered at No 65 High Street and the Tithe Barn

**Target Audience**

Nailsea Town Council’s target audience is wide and varied, so we need to bear in mind who we are talking to with each communication and target it appropriately:

* Residents
* Visitors to Nailsea
* Our own Council teams
* The North Somerset Council (NSC) team if appropriate
* Voluntary groups and organisations
* Local businesses community
* The media – Nailsea People, North Somerset Times, Bristol Post, Nailsea Living
* North Somerset Council, BBC, local radio, Nailsea paper, Western Daily Press and other local media
* Residents in neighbouring Towns and Villages
* Other public sector organisations e.g. Police, NHS partners
* Potential users / customers of the Council facilities offered at No 65 High Street and at the Tithe Barn.

**Existing communication methods, purpose and why used**

**Website**

* **Nailsea Town Council Website** <https://www.nailseatowncouncil.gov.uk/>
  + This is currently being replaced by a new website
* **Nailsea Town Website** <https://www.nailseatown.com/> **News stories** are currently via Nailsea Town.com
  + This currently hosts all the news items. We are in the process of delivering a new website for the Town Council which will include the news. Varying traffic to website. We need to decide if the **Nailsea Town Website** will be continued once the new website with news is delivered by Sept 2024

**Purpose of the Website**

1. Inform Residents: host all the statutory materials that Councils must publish. Provide up-to-date information on council activities, services, and local events.

2. Facilitate Communication: Offer a platform for residents to contact council members, report issues, and participate in community discussions. Host all news and information that we wish to publish. host information about the work of the council. Contact details/ information about the councillors and the Council team

3. Enhance Transparency: Share council meeting agendas, minutes, budgets, and other documents to keep the public informed about local governance.

4. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives. To sign point people to where they can get additional information, advice and support

5. Deliver Services: Enable residents to access and apply for various council services, permits, and licenses online.

6. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.

7. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

8. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

Daily when required

**TV screen with video in the window of No 65 detailing activities taking place there.**

**Purpose of the TV Screen**

1. Inform Residents of the activities, services, and local events at No 65.

2. Facilitate Communication: Host information about the work at No 65. Contact details/ information about the events and councillors and the Council team

3. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives taking place at No 65. To sign point people to where they can get additional information, advice and support

4. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.

5. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

6. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated Monthly if and when required**

**Facebook**

**@nailseatowncouncil @nailsea town @No 65 @nailseatowncouncil**

The Nailsea Town council Facebook page is the primary Facebook page used. Small growing following but engaged. Used primarily for announcements, news and awareness/campaigns. Residents very vocal and there are a few examples of negative PR.

**The purpose of Facebook communication is to:**

The purpose of using Facebook for council communications includes:

1. Reach a Broad Audience: Engage with a diverse range of residents, including younger demographics who may not use traditional communication channels.

2. Real-Time Updates: Provide immediate updates on council activities, events, emergencies, and public notices.

3. Two-Way Communication: Facilitate direct interaction with residents, allowing them to ask questions, provide feedback, and participate in discussions.

4. Promote Engagement: Encourage community involvement by sharing information about public consultations, volunteer opportunities, and local events.

5. Increase Transparency: Share information about council decisions, policies, and financial matters to build trust and transparency.

6. Visual and Multimedia Content: Use photos, videos, and live streams to make information more engaging and accessible.

7. Community Building: Foster a sense of community by celebrating local achievements, promoting local businesses, and highlighting cultural and recreational activities.

8. Cost-Effective Communication: Utilize a free and widely used platform to reach a large audience without significant costs.

9. Inform Residents: Provide up-to-date information on council activities, services, and local events.

10. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

11. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

Daily when required

**Council agenda/minutes and Council meetings themselves**

**The purpose of Town Council Meetings:**

1. Statutory requirement to inform Residents by providing up-to-date information on council activities, services, and to offer a platform for residents to comment at the council meeting.
2. Enhance Transparency: Share council meeting agendas, minutes, budgets, and other documents to keep the public informed about local governance and council activity.

**Updated**

Weekly

‘**Town Tal**k’

Quarterly 4pp centre pull out spread delivered by Nailsea paper to all household in Nailsea. Reasonably copy heavy. This is an important piece of comms that can be used to raise awareness and generate positive PR.

**The purpose of Towns Talk newsletter is to:**

1. Inform Residents: Provide up-to-date information on council activities, services, and local events.

2. Facilitate Communication. Host all news and information that we wish to publish.

3. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives. To sign point people to where they can get additional information, advice and support

4. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.

5. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

6. Encourage and support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives. To sign point people to where they can get additional information, advice and support.

7. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

Monthly

**Printed material**

Such as Leaflets, Posters, invitations to events, banners and flyers as and when required.

**The purpose will be specific to the activity that the material is produced for. Generically will**

1. Inform Residents: Provide up-to-date information on council activities, services, and local events.

2. Facilitate Communication. Host all news and information that we wish to publish.

3. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives. To sign point people to where they can get additional information, advice and support

4. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.

5. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

6. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

As and when required

**Monthly 1-page Advertorial for No 65 High Street** in the Nailsea Paper delivered to all household in Nailsea.

**Purpose**

1. Inform Residents of the activities, services, and local events at No 65.
2. Facilitate Communication: Host information about the work at No 65. Contact details/ information about the events and councillors and the Council team
3. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives taking place at No 65. To sign point people to where they can get additional information, advice and support
4. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.
5. To promote activity, increase usage and knowledge of No 65

**Updated**

Monthly

**Customer service**

Residents regularly come into the Council office or call into No 65 with a query.

**Purpose of our Customer service f**or our town council includes:

1. Assist Residents: Provide help and support to residents with inquiries, service requests, and issues related to council services.

2. Improve Accessibility: Ensure that all residents can easily access information and services, including those who may have barriers to online or in-person access.

3. Resolve Issues: Address and resolve complaints, problems, and concerns promptly and efficiently to maintain community satisfaction.

4. Gather Feedback: Collect feedback from residents to understand their needs and preferences, helping to inform council decisions and improvements.

5. Enhance Communication: Serve as a communication channel between the council and the community, facilitating the exchange of information.

6. Promote Transparency: Provide clear and accurate information about council services, policies, and procedures, fostering transparency and trust.

7. Support Community Engagement: Encourage resident participation in council activities and events by providing information and support.

8. Ensure Consistency: Maintain consistent and high-quality service standards across all interactions with residents.

9. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.

10. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.

11. To provide communications about any Consultation exercises for Nailsea Town Council.

12. To book facilitates at The Tithe barn and 65 High Street

**Updated**

At every interaction on a daily basis and whenever possible

**PR**

Our press releases are official statements delivered to members of the news media for the purpose of providing information, creating an official statement, or making an announcement directed for public release. Our Press releases are a primary source of information from us direct to the media. We have good relationships with local press that needs continual building upon**.**

**Purpose of PR**

The purpose of council public relations (PR) is to:

1. Enhance Communication: Effectively convey the council's messages, initiatives, and decisions to residents and stakeholders.

2. Build Public Trust: Foster transparency and trust by openly sharing information about council activities, policies, and financial decisions.

3. Promote Council Initiatives: Highlight the council's programs, projects, and achievements to demonstrate its commitment to improving the community.

4. Encourage Civic Participation: Inform and engage residents in local governance, encouraging them to participate in consultations, attend meetings, and get involved in community events.

5. Manage Public Perception: Shape and maintain a positive image of the council, addressing concerns and managing crises effectively.

6. Support Local Identity: Celebrate local culture, heritage, and community spirit, strengthening residents' sense of identity and pride in their town.

7. Facilitate Feedback: Create channels for residents to voice their opinions, ask questions, and provide feedback, ensuring their needs and concerns are heard and addressed.

8. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

Weekly PR whenever possible

**Notice Boards**

The Council have 3 Notice boards, outside Tesco, at No 65 High Street and at The Tithe Barn. They are used to primarily to advertise events and council services and contacts.

**The purpose of town council notice boards is to**

1. Disseminate Information: Provide residents with up-to-date information about council activities, events, and local services.

2. Increase Accessibility: Ensure that important announcements and documents are accessible to all residents, including those without internet access.

3. Promote Transparency: Display public notices, meeting agendas, minutes, and other official documents to keep the community informed about council decisions and actions.

4. Encourage Participation: Advertise public consultations, volunteer opportunities, and community events to encourage resident involvement in local governance and community life.

5. Provide Emergency Updates: Offer timely information during emergencies or significant events, such as road closures, weather warnings, or public health advisories.

6. Support Local Businesses and Events: Feature advertisements for local businesses, markets, and cultural events to support the local economy and community engagement.

7. To provide communications about any Consultation exercises for Nailsea Town Council.

**Updated**

Weekly

**Events**

Current list of events

* Town councillor drop in’s held monthly on the third Saturday of the month at the same time as Nailsea Farmers Market.
* All activity at No 65, High Street, weekly and monthly
* The Town Christmas Fayre
* The Town Christmas Light switch on
* Pride month
* Volunteers Fayre
* The remembrance parades
* Black History Month
* Holocaust Memorial day
* Any other events that occur during the year
* Events open to the public at The Tithe barn

**The purpose of events**

Town council events serve several purposes:

1. Community Engagement: Foster a sense of community by bringing residents together and encouraging participation in local affairs.

2. Information Sharing: Provide a platform for the council to share important information and updates about town projects, policies, and initiatives.

3. Public Consultation: Gather feedback and opinions from residents on various issues, ensuring that the council's decisions reflect the community's needs and preferences.

4. Transparency: Increase the transparency of the council's activities and decisions, building trust between the council and the community.

5. Celebration of Local Culture: Celebrate local heritage, culture, and achievements, strengthening community identity and pride.

6. Education and Awareness: Raise awareness about specific issues, programs, or services offered by the council and educate residents on how they can benefit from or contribute to these efforts.

7. Networking: Provide opportunities for residents to network with council members, local businesses, and each other, fostering stronger community connections.

**Updated**

Some scheduled events as outlined above plus other events delivered as and when required

**Table of Communication activity method, purpose and scheduled update**

|  |  |  |
| --- | --- | --- |
| **Communication Method** | **Purpose** | **Scheduled update** |
| Website | 1. Inform Residents  2. Facilitate Communication  3. Enhance Transparency  4. Support Civic Engagement  5. Deliver Services  6. Promote the Town  7. Provide Emergency Information  8.communications about any Consultation exercises for Nailsea Town Council | Daily when required |
| TV screen with video in the window of No 65 | 1. Inform Residents of the activities, services, and local events at No 65.  2. Facilitate Communication  3. Support Civic Engagement  4. To sign point people to where they can get additional information, advice and support  5. Promote the Town  6. Provide Emergency Information  7. communications about any Consultation exercises for Nailsea Town Council | Monthly |
| ‘Town Talk’ (quarterly 4pp centre pull out spread delivered by Nailsea paper to all household in Nailsea) | 1. Inform Residents  2. Facilitate Communication  3. Support Civic Engagement  4. Promote the Town  5. Provide Emergency Information  6. Encourage and support Civic Engagement  7. communications about any Consultation exercises for Nailsea Town Council | Quarterly |
| Facebook | 1. Reach a Broad Audience  2. Real-Time Updates  3. Two-Way Communication  4. Promote Engagement  5. Increase Transparency  6. Visual and Multimedia Content  7. Community Building  8. Cost-Effective Communication  9. Inform Residents  10. Provide Emergency Information  11.communications about any Consultation exercises for Nailsea Town Council | Daily |
| Monthly 1-page Advertorial for No 65 High Street in the Nailsea Paper delivered to all household in Nailsea. | 1. Inform Residents  2. Facilitate Communication  3. Support Civic Engagement  4. Promote the Town  5. Provide Emergency Information  6. Encourage and support Civic Engagement  7. communications about any Consultation exercises for Nailsea Town Council | Monthly |
| Customer service | 1. Assist Residents  2. Improve Accessibility  3. Resolve Issues  4. Gather Feedback  5. Enhance Communication  6. Promote Transparency  7. Support Community Engagement  8. Ensure Consistency  9. Promote the Town  10. Provide Emergency Information  11.communications about any Consultation exercises for Nailsea Town Council  12. Booking facilities for the public for the tithe barn and No 65 | Daily |
| Printed material such as Leaflets, Posters, invitations to events, banners and flyers | The purpose will be specific to the activity that the material is produced for. Generically will  1. Inform Residents: Provide up-to-date information on council activities, services, and local events.  2. Facilitate Communication. Host all news and information that we wish to publish.  3. Support Civic Engagement: Encourage community involvement by promoting volunteer opportunities, public consultations, and local initiatives. To sign point people to where they can get additional information, advice and support  4. Promote the Town: Highlight local attractions, businesses, and amenities to support tourism and economic development.  5. Provide Emergency Information: Offer guidance and updates during emergencies or significant events affecting the town.  6. communications about any Consultation exercises for Nailsea Town Council | As and when required |
| PR | 1. Enhance Communication  2. Build Public Trust  3. Promote Council Initiatives  4. Encourage Civic Participation  5. Manage Public Perception  6. Support Local Identity  7. Facilitate Feedback  8.communications about any Consultation exercises for Nailsea Town Council | Weekly |
| Noticeboards | 1. Disseminate Information  2. Increase Accessibility  3. Promote Transparency  4. Encourage Participation  5. Provide Emergency Updates  6. Support Local Businesses and Events | weekly |
| Events | 1. Community Engagement  2. Information Sharing  3. Public Consultation  4. Transparency  5. Celebration of Local Culture  6. Education and Awareness  7. Networking | Scheduled and as and when required |

**Planned Communications in next 12 months (April 2024 to March 2025) revised/ updated at least annually.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Objective** | **Communications Channels** | **Details** | **When** |
| **Objective 1 - An increased understanding of the Council role and activity** | ‘Town Talk’ | Quarterly 4pp centre pull out spread delivered by Nailsea paper to all household in Nailsea | Sept, Nov 2024 and  March 2025 |
|  | PR and editorial pieces on website, N Somerset Times, Nailsea Living on matters of resident interest e.g. Heritage trail | Articles as and when relevant material is received | As required |
|  | F2F Events | Meet your councillor at the Nailsea Farmers market. | Third Saturday in every month |
|  |  | Nailsea Council meetings | Every Wednesday |
|  | Website | News stories, council meetings agendas and minutes, projects, information and all statutory material | As required |
|  |  | Meet your Councillors. Look to update Councillor profiles with human elements | Bi Annually |
|  |  | Regular news stories detailing what the Council is doing or supporting | Monthly |
|  | Social | Signpost to news stories about council activity | Weekly |
|  |  | Signpost to Meet your Councillors on website | Monthly |
|  | Events | Councillors support in Promoting key events such as ‘Pride week’, ‘Holocaust Memorial Day, ‘Black Life’s Matter’, Christmas etc. | As required |
|  | Council Notice Boards | Put relevant information onto the notice boards | Weekly |
|  | TV Screen No 65 | Put relevant information onto the screen | Monthly as required |
| **Objective 2 - “Nailsea First”** | PR | Articles as and when relevant material is received | As required |
|  | F2F | “Meet the Councillors” Q&A session @ No 65 | Monthly third Wednesday at No 65 during Farmers Market |  |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Include features that demonstrates ‘you said, we listened’ | Sept, Nov 2024 and  March 2025 |
|  | Survey to residents | Online and paper survey to get residents opinion | Yearly/every other year for evaluation |
|  | Website | Regular news stories  - where the Council have provided a solution to a resident problem  - ‘you said we listened’  - testimonials | Regular updates |
|  |  | Maintain and update web copy Refresh copy to demonstrate examples | Weekly |
|  | PR and /or News stories | Share stories where we have provided a solution to a problem, or ‘you said, we listened’ | Bi Weekly |
|  | Council Notice Boards | Put relevant information onto the notice boards | weekly |
|  | TV Screen | Put relevant information onto the screen at No 65 | Monthly |
| **Objective 3 -** **Challenging inaccuracies and misrepresentations** | **PR** | Share stories that correct inaccuracies and misrepresentations  Regular press releases to media with relevant news  Provide clear quotes from Council that ensure any inaccuracies are dealt with. Key messaging important here. | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Copy in each edition that makes it clear what the Council does. Bring out the human elements e.g. all volunteers, all live or work in Nailsea | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 | Monthly at No 65 during Farmers Market |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur | Monthly |
|  | **Social** | ‘Positional’ posts. Posts that demonstrate what the Council does | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Encourage Councillors to not engage with negative PR on social channels | As and when |
|  | **TV Screen** | No 65 | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 | Monthly at No 65 during Farmers Market |
|  | **Website** | Maintain and update web copy | Monthly |
|  | **Social** | Signpost residents to relevant information Share content from relevant parties e.g. NS Council (but post as organic content rather than share), local public services e.g. Police, and relevant organisations | Monthly |
|  | **TV Screen** | No 65 | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards | Weekly |
| **Objective 5. Making best use of technology and communication channels** | New audiences look at introducing other channels such as LinkedIn and Instagram and other media channels | to engage with hard-to-reach groups such as older residents, young people and BME | Sept – Dec 2024 |
|  | **PR** | Look at new PR channels and as when required  Regular press releases to media with relevant news | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Try to reach all residents in Nailsea | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65, other council drop ins and events | Monthly at No 65 during Farmers Market and as and when |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur. Keep up to date with new initiatives for website design | As required |
|  | **Social try to reach new residents and other groups** | ‘Positional’ posts. Posts that demonstrate what the Council does to other groups | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Encourage Councillors to not engage with negative PR on social channels | As and when |
|  | **TV Screen** | No 65 put all clubs and use video as much as possible | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 | Monthly at No 65 during Farmers Market |
|  | **Website** | Maintain and update web copy add video and new initiative’s such as drones footage | Monthly |
|  | **Social** | Signpost residents to relevant information Share content from relevant parties e.g. NS Council (but post as organic content rather than share), local public services e.g. Police, and relevant organisations | Monthly |
|  | **TV Screen** | No 65 | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards | Weekly |
| **Objective 6 Supporting the work of local organisations by promoting their work whenever possible** | **Leaflets and posters** | Audiences can find out what services are available in the town and ‘what’s on’ in particular where council supported. | As and when |
|  | **PR** | Audiences can find out what services are available in the town and ‘what’s on’ in particular where council supported. | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Try to reach all residents in Nailsea and show what organisation we support with grants and other activities | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65, other council drop ins and events | Monthly at No 65 during Farmers Market and as and when |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur. Keep up to date with new initiatives for website design | As required |
|  | **Social try to reach new residents and other groups** | ‘Positional’ posts. Posts that demonstrate what the Council does to other groups | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Encourage Councillors to not engage with negative PR on social channels | As and when |
|  | **TV Screen** | No 65 put all clubs and use video as much as possible | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 | Monthly at No 65 during Farmers Market |
|  | **Website** | Maintain and update web copy add video and new initiatives such as drone footage | Monthly |
| **Objective 7 An increased understanding of the Council and what we can influence.** | **Social** | Signpost residents to relevant information Share content from relevant parties e.g. NS Council (but post as organic content rather than share), local public services e.g. Police, and relevant organisations. Correct inaccuracies. Make it clear what Nailsea Town Council can and can’t do | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards . Make it clear what Nailsea Town Council can and can’t do | Weekly |
|  | **Leaflets and posters** | Audiences can find out what services are available in the town and ‘what’s on’ in particular where council supported. | As and when |
|  | **PR** | Audiences can find out what services are available and run by the council and what the . Make it clear what Nailsea Town Council can and can’t do in the town | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Try to reach all residents in Nailsea and make it clear what Nailsea Town Council can and can’t do | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65, other council drop ins and events . Make it clear what Nailsea Town Council can and can’t do | Monthly at No 65 during Farmers Market and as and when |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur. Keep up to date with new initiatives for website design . Make it clear what Nailsea Town Council can and can’t do | As required |
|  | **Social try to reach new residents and other groups** | ‘Positional’ posts. Posts that demonstrate what the Council does to other groups . Make it clear what Nailsea Town Council can and can’t do | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Encourage Councillors to not engage with negative PR on social channels and to . Make it clear what Nailsea Town Council can and can’t do | As and when |
|  | **TV Screen** | No 65 put all clubs and use video as much as possible . Make it clear what Nailsea Town Council can and can’t do | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards. Make it clear what Nailsea Town Council can and can’t do | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 . Make it clear what Nailsea Town Council can and can’t do | Monthly at No 65 during Farmers Market |
|  | **Website** | Maintain and update web copy add video and new initiatives such as drone footage . Make it clear what Nailsea Town Council can and can’t do | Monthly |
| **Objective 8 How Nailsea Town Council spend the Town Precept and what the precept is** | **Social** | Show how Nailsea Town Council spend the Town Precept and what the precept is | Monthly |
|  | **Council Notice Boards** | Show how Nailsea Town Council spend the Town Precept and what the precept is | As and when |
|  | **Leaflets and posters** | Show how Nailsea Town Council spend the Town Precept and what the precept is | As and when |
|  | **PR** | Show how Nailsea Town Council spend the Town Precept and what the precept is | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Try to reach all residents in Nailsea and Show how Nailsea Town Council spend the Town Precept and what the precept is | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65, other council drop ins and events . Show how Nailsea Town Council spend the Town Precept and what the precept is | Monthly at No 65 during Farmers Market and as and when |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur. Keep up to date with new initiatives for website design . Show how Nailsea Town Council spend the Town Precept and what the precept is | As required |
|  | **Social try to reach new residents and other groups** | Show how Nailsea Town Council spend the Town Precept and what the precept is | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Encourage Councillors to not engage with negative PR on social channels and to . Show how Nailsea Town Council spend the Town Precept and what the precept is | As and when |
|  | **TV Screen** | No 65 put all clubs and use video as much as possible . Show how Nailsea Town Council spend the Town Precept and what the precept is | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards. Show how Nailsea Town Council spend the Town Precept and what the precept is | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 . Show how Nailsea Town Council spend the Town Precept and what the precept is | Monthly at No 65 during Farmers Market |
| **Objective 9 About Nailsea Town itself and key activity / news** | **Social** | Nailsea Town key activity / news | Monthly |
|  | **Council Notice Boards** | Nailsea Town key activity / news | As and when |
|  | **Leaflets and posters** | Nailsea Town key activity / news | As and when |
|  | **PR** | Nailsea Town key activity / news | Regularly as and when required |
|  | 4pp Nailsea Council News  ‘Town Talk’ | Nailsea Town key activity / news | Quarterly  January,  April,  July,  September, |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65, other council drop ins and events . Nailsea Town key activity / news | Monthly at No 65 during Farmers Market and as and when |
|  | **Website** | Maintain and update web copy. Refresh copy when inaccuracies occur. Keep up to date with new initiatives for website design . Nailsea Town key activity / news | As required |
|  | **Social try to reach new residents and other groups** | Show how Nailsea Town Council support Nailsea Town key activity / news | As and when |
|  |  | Social admin. Respond as NTC to comments posted on community groups. Nailsea Town key activity / news | As and when |
|  | **TV Screen** | No 65 put all clubs and use video as much as possible . Nailsea Town key activity / news | Monthly |
|  | **Council Notice Boards** | Put relevant information onto the notice boards. Nailsea Town key activity / news | Weekly |
|  | **F2F** | “Meet the Councillors” Q&A session @ No 65 . Nailsea Town key activity / news | Monthly at No 65 during Farmers Market |
| **Objective 10 Promote the work of No 65 High Street see full plan in Appendix 1** | **Monthly advertorial in Nailsea Paper** | Promote no 65 facilities for the month.  Signpost residents to relevant information Share content from relevant parties e.g. NS Council (but post as organic content rather than share), local public services e.g. Police, and relevant organisations | Monthly |
|  | **PR** | Share stories that promote the work of No 65 and sharing the activities and events happening there | Monthly as required |
|  | **F2F** | Team of Trudy and Hayley meet F2F with Nailsea residents offering support and signposting as required. Plus supporting all the groups that meet at no 65 | Constant |
|  | **Website** | Monthly calendar of activities  Share stories that promote the work of No 65 and sharing the activities and events happening there  Promote all the groups that meet at no 65 | Regular updating at least monthly |
|  | **Social** | Share stories that promote the work of No 65 and sharing the activities and events happening there | Weekly |
|  | **TV Screen** | Monthly calendar of activities  Share stories that promote the work of No 65 and sharing the activities and events happening there  Promote all the groups that meet at no 65 | Update monthly and as required in the month |
|  | **Council Notice Boards** | Promote the groups that meet at no 65 | Weekly |
|  | **Customer satisfaction Survey** | All visitors asked to complete a simple questionnaire giving feedback on their visit | This will be analyzed once per month by Abigail. Three months from Sept 2024 to Nov 2024. |
|  | **Market research into awareness of No 65 to set the bench mark.** | Market research questionnaire by Nailsea Town Councilors and Nailsea Town Council Staff of people in the Nailsea Town Center over 3 separate days for 3 hour per day with a quick questionnaire asking then about awareness of No 65 | The market research will take place in April and again in September to monitor any changes |
|  | **Improved signage and leaflet display.** | A budget has been agreed recently to improve the signage on the front of No 65 and leaflet displays improving the visual look in No 65. | By September 2024 |

\*We have made both the **4pp Town Council News in the Nailsea paper and the Monthly 1-page Advertorial promoting** into a downloadable pdf to share on social media and as a news story on the website.

**Key performance indicators**

From April 2024 to March 2025 post at least 4 Facebook posts per week, a total of 208 posts per annum

From April 2024 to March 2025 post at least 1 Facebook posts per week about No 65 activity, a total of 52 posts per annum

From April 2024 to March 2025 send out at least 2 Press Stories per month, a total of 24 news stories in total per annum

From April 2024 to March 2025 send out at least 1 Press Stories per month, a total of 12 news stories in total per annum about number 65

April 2024 to March 2025 post at least 2 news stories on the website per month, a total of 24 in total per annum

April 2024 to March 2025 post at least 1 news stories on the website per month, a total of 12 in total per annum about no 65 High Street

By October 2024 launch and publicize a new Nailsea Town Council Website

From October 2024 increase usage and engagement of the new Town Council Website from zero to 250 users on average per month.

By September 2024 carry out a Market research questionnaire by Nailsea Town Councilors and Nailsea Town Council Staff of people in the Nailsea Town Center over 3 separate days for 3 hour per day with a quick questionnaire asking then about awareness of No 65 and publish the results. Redo the research by April 2025 to see if there are any changes.

By September 2024 improve the signage on the front of No 65 and leaflet displays improving the visual look in No 65.

**Marketing Budget – General**

|  |  |
| --- | --- |
| **Marketing Budget** |  |
| **Item** | **Total** |
| Website support | 4000 |
| Social Media sponsorship | 1200 |
| Quarterly newsletter | 1400 |
| Advertising | 1000 |
| Posters / banners and leaflets | 1000 |
| Networking events | 1000 |
| Public Information | 1000 |
| Total | 10600 |

**Marketing No 65 High Street**

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Digital activity | *£570* |
| Monthly Advert in the Nailsea paper | *£1900* |
| **Total** | £2,470 |

**People**

* Nailsea town Council Staff
* Nailsea Town Councilors

**Appendix 1**

**Objective 6 Promote the work of No 65 High Street**

**Communications plan for no 65.**

**Issues**

* No 65 High Street is not currently promoted as effectively as it could be in the Town to the residents. There is no communication plan in place.
* Currently we have not measurement of the proportion of the population who are aware of the facility. This means there is no bench mark against which to measure any changes or improvements in awareness over time.
* Currently we do not have any measurement of customer satisfaction with the use of the facility.
* Currently the fact that there are a range of rooms for hire is not widely advertised within Nailsea.
* Currently the range of activities within the Centre that take place on a daily basis is not actively promoted within Nailsea.
* The number of Visitors is logged monthly but it is not clear what activities they were involved with so it is hard to measure any growth or changes in the types of visitors over time.

**The value of number 65**

* The value of No 65 is currently being assessed and will be
  + Fulfilling the Mission Statement
  + Maximizing income for hires within the constraint of efficiently managing costs
  + Acknowledging usage of the building irrespective of whether it generate income. The issue is how this will be measured.
  + Acknowledging the social vale calculation of activities i.e. The social return for every £ spent. The issue is how this will be measured

**Objectives**

* To communicate, educate and inform stakeholders and the wider Nailsea public of the benefits of No 65 High Street and its wide range of activities over the next 12 months from April 2024 to March 2025
* To communicate, educate and inform stakeholders and the wider Nailsea public of range of activities taking place in No 65 aiming to grow participation. The communications will include information on where to find out more, who the activities are applicable for and the benefits of the activities over the next 12 months from April 2024 to March 2025.
* To advertise and communicate the range of meeting rooms for hire in No 65 over the next 12 months from April 2024 to March 2025 to maximize the rental and usage of the rooms.
* To undertake a customer satisfaction survey to measure the satisfaction of the use of No 65 over the next 12 months from April 2024 to March 2025.
* To more closely measure what activities visitors are involved with on a monthly basis.
* To include information about No 65 where possible in any relevant communications campaigns including social media, PR News Stories etc.

**Tactical Activity with indicative costs**

1. **Monthly Advert in the Nailsea paper**

* A One-page advert in the Nailsea be sent to all households in Nailsea communicating the benefits of No 65 and the range of activities taking place there. Date to be agreed.
* Costs

£1900 per annum or £158.33 per month

***Total cost £1900***

1. **Digital activity**

* Digital activity over the next 12 months April 2024 – March 2025 to communicate and educate on the benefits of No 65 to all target audiences
* Facebook campaign over 3 months sponsored to build awareness of No 65 April 20254 to July 2024.
* Facebook 1 post per week sponsored at a cost of £10 communicating the activities taking place at No 65 for that week from April 2024 to March 2025
* Instagram
* Cost of Digital activity
* Facebook Sponsored Awareness £50
* ***Total Costs of sponsored Facebook posts 1 per week £10\* 52 = £520 and Facebook awareness £50 = £570***

1. **Press Release and New stories**

* Monthly Press Release and news about No 65
* No cost

1. **Customer satisfaction Survey.** All visitors asked to complete a simple questionnaire giving feedback on their visit. This will be analyzed once per month by Abigail. Three months from Sept 2024 to Nov 2024.
2. **Market research into awareness of No 65 to set the bench mark.** Market research questionnaire by Nailsea Town Councilors and Nailsea Town Council Staff of people in the Nailsea Town Center over 3 separate days for 3 hour per day with a quick questionnaire asking then about awareness of No 65. The market research will take place in April and again in September to monitor any changes
3. **Improved signage and leaflet displays. A** budget has been agreed recently to improve the signage on the front of No 65 and leaflet displays improving the visual look in No 65.

**Timetable of activity**

**April 2024 – March 2025**

**Budget**

|  |  |
| --- | --- |
| **Item** | **Cost** |
| Digital activity | *£570* |
| Monthly Advert in the Nailsea paper | *£1900* |
| **Total** | £2,470 |

**People**

* Nailsea town Council Staff
* Nailsea Town Councilors
* Budget

**Evaluate**

**Market Research**

* **The need for more Notice boards in the Town**

**Measurement of results**

* No of posts on social media and engagement
* Monthly report of communicational activity
* Number of Press Releases and publication with cuttings
* Google analytics of the numbers engaging with our website and via social media
* Social media engagement

**Measurement of results No 65**

* Research the local knowledge on No 65 and the services offered there
* Google analytics
* Social media engagement
* Measurements of people coming into and attending events at No 65
* Bookings of meeting rooms at No 65
* Income from booking of meeting rooms
* Awareness of No 65 pre and post communications campaign (April and September)
* Market research of awareness of No 65
* Customer satisfaction survey results