Communications Strategy

Our aims and approach

We want to make sure people have a **clear understanding** of who the council is, what we do and why we do it.

The purpose of our communications is to

- Encourage **participation** in the events we organise
- Raise **awareness** about local issues and opportunities
- Promote the **work** of the Town Council and advertise the availability of Town Council **services and facilities**
- **Engage** with local people and enable them to **communicate** their views to the Town Council

The council will communicate with **those who matter the most** – the people in the communities we serve, partners we work with, those we do business with and members and staff.

We will be **focused** with our messages, enable **conversations** and encourage **feedback** which is listened and responded to, in order to improve service delivery and development.

Our communication activities will **align with the corporate plan**, echoing its objectives and standards and making sure our audiences and stakeholders have a **shared understanding** of the council's vision, values and ambition.

The corporate plan states that Kettering Town Council will **understand** what local people want and aspire to and provide **civic pride and presence**.

Our standards

The standard and nature of our communications reflects the council's culture and values, and will be:

Transparent – clear and free of jargon.

Accurate – truthful and open, supported with facts.

Timely – with information produced regularly that is up to date.

Appropriate – targeted to the relevant audience, with the right message, at the right time.

Inclusive – available in accessible formats through a variety channels, including digital and printed material.

Our principles

Our focus will be on our **audiences** and we will base communications on the insights we have into them.

We will put most emphasis on communicating **digitally**, ensuring online is the best way for people to communicate with the council.

We will **listen** to our audiences and respond to their needs and communications preferences, ensuring all are catered for.

Our activities will be **evaluated** so we know what works and where improvements are needed and we can innovate.

We will have a **collaborative** approach, working with partners on shared goals.

Our methods

We will:-

- Focus on **core activities** to communicate with the widest audience.
- Maintain **consistency** of approach in our message.
- Our tone and voice will remain **consistent**.
- Ensure the council's messages are politically **neutral**.
- Support **partner organisations** with information on our social channels and website where our values and aims align.

Highlights from 2022/23

Created and launched social media channels on Facebook, Instagram and Twitter building to more than 1,200 followers in total after nine months.

Increased **public engagement in budget consultation** by six-fold on the previous year.

Engaged with the local media, through generation of press releases, news stories and photo-opportunities.

Key activities for 2023/24

Establish a **core range of methods** to communicate with audiences.

Build **digital** audiences across social networks.

Develop an **email stakeholder database** and create regular newsletters.

Increase **engagement** on social channels.

Build on our **town centre** presence with a strategic combination of banners, posters and a digital noticeboard.

Increase **awareness** of and **build attendance** at/involvement in the Council's events and activities, its markets and at consultation events.

8 March 2023

Run **campaigns** to support the following activities:

- **Lottery** – build awareness and engagement for Kettering Community Lottery
- **Events and markets** – build on past success with community entertainment events
- **Grants –** promote the availability of grants
- **Families** – engage families with Kettering By The Sea
- **Christmas** – develop an audience for festive celebrations

Develop civic pride by promoting the role of Kettering's **Mayor.**