

Action Plan to develop a communications strategy for Saxlingham Nethergate Parish Council

1. Objective

Collaborate with the Parish Clerk to establish a unified vision for the Council's communications strategy. Evaluate current methods and identify opportunities and constraints. Aim to increase resident engagement by 20% over the next year.

2. Plan:

- Website – Continue with WIX. All councillors to review and provide feedback monthly.
- Email – Update all council email addresses to .GOV domains by March.
- Facebook – Maintain current account (80 followers). Continue posting on Village FB platform (1435 members).
- Village Voice – unchanged
- Instagram – To explore launching a Parish Council Instagram account by May.
- Face to face – Organise two Parish Council ‘surgeries’ per year.
- Telephone – Review current usage and decide on future approach.
- Notice Boards – Assess need for additional boards.
- WhatsApp – Use for emergencies only, review emergency plan annually.
- Newsletter – Publish bi-annually (May and November).
- Welcome Pack/document online. Postcard steering new residents to the website.

3. Timeline:

- February: Hold open forum (Feb 21, 10am–12pm). Launch community questionnaire.
- March: Update all council email addresses to .GOV domains
- April: Collate questionnaire and evaluate responses.
- May: Councillors meet to create Mission Statement/Aims and Objectives.
- June: Draft Communications/Engagement Policy and assess need for additional notice boards.

4. Budget and resources

- Gov.uk email addresses for councillors: £260
- Parish Clerks time: 18 hours PA, annual cost £395.
- Printing first two newsletters: £450
- GDPR compliant emailing software: Mailchimp – free
- Welcome Pack: Update website and print postcards: £50

5. Evaluation:

- Annual review of strategy and engagement metrics.