

Silverstone Parish Council Communication Strategy (Key Points and summary)

1. Purpose

The strategy aims to improve resident engagement through a modern omni-media approach, focusing on inclusivity, transparency and sustainability.

2. Current Communication Landscape

The website serves as an accessible information hub but suffers from an outdated design and poor user experience. Social media offers direct communication, but with limited reach and inconsistent branding.

3. Communication Goals

- **Inclusivity:** Engage all demographic groups, especially youth and younger families.
- **Transparency:** Provide clear communication on council activities.
- **Sustainability:** Reduce reliance on print and adopt eco-friendly practices.
- **Multi-Platform Approach:** Use various channels to reach more residents.
- **Engagement:** Increase community interaction and gather feedback.

4. Strategic Actions

- **Develop Council-Owned Channels**
 - Redirect resources to council-specific communication platforms, focusing on public services.
- **Website Revamp**
 - Improve design, navigation, security and add interactive features.
- **Social Media Enhancement**
 - Expand and diversify content across platforms, using engaging formats like polls and Q&As.
- **Annual Newsletter**
 - Provide a yearly update highlighting the council's achievements and events, distributed both online and in print.
- **Weatherproof Noticeboards**
 - Install noticeboards in key locations to increase visibility and direct residents to the website.
- **Subscription Email Service**
 - Offer a monthly email update for direct communication on council activities and events.

The estimated total cost for implementing this strategy is £5,700, including a contingency for unexpected expenses. All purchases will be implemented in compliance with the council's financial regulations and procurement rules.

6. Conclusion

This strategy will modernise communication, ensuring broader reach, improved transparency, and stronger engagement with Silverstone residents.