



Radyr & Morganstown Community Council **Cyngor Cymuned Radur a Threforgan**

COMMUNICATIONS STRATEGY

Good communication is the responsibility of everyone in the Council. We have a duty to be open and honest in our communications and consultations and should be clear, concise and trusted

Aims:

The overarching aim and objective of this strategy is to raise awareness, understanding and interest of the community council's work and the benefits it brings to Radyr and Morganstown.

To keep residents, partner organisations and businesses well-informed and consulted.

To bring about a more proactive approach to listening to the views of the community and using this to make sure that the work of the community council meets the needs of local people.

In doing so, the community council should seek to:

- Ensure mechanisms are in place for communicating with local people, listening effectively to their views and reporting on how their views have been taken into account.
- Reach out to include the participation of seldom heard, seldom involved individuals and groups
- Improve the effectiveness of communication with partners and stakeholders
- Develop a clear identity for the community council
- Focus the community council's external communication tools

Mechanisms for communicating

Very few people are willing to take the time to seek out and then pore over the formal language of community council minutes. The information should be made available in a more attractive and easy-to-read format.

The community council should:

- Submit copy for publication in every edition of the *Radyr Chain*, actively 'selling in' appropriate articles as potential front page stories;
- In addition to making community council minutes available online, publish a 'news bulletin' on the main community council page of radyr.org.uk following each community council meeting summarising the latest news about decisions taken and issues discussed at the meeting;
- Invite local people to send their email addresses to the community council so that the online 'news bulletin' can be sent directly to them in the form of an e-bulletin;

- Display the 'news bulletin' on community council noticeboards and in shop windows and seek to make printed copies available at local community facilities such as Radyr Health Centre, Radyr Library, Radyr Golf Club, Radyr Tennis Club etc.
- Include within all articles submitted for publication in the *Radyr Chain*, the 'news bulletin' and e-bulletin a brief summary of the views of local people on the given issue and how they were taken into account by community councillors;
- Include within all articles submitted for publication in the *Radyr Chain*, the 'news bulletin' and e-bulletin an invitation for local people to post their comments via the radyr.org.uk 'Soapbox' or to submit their views direct to the community council by email or by other means;
- Proactively post details of news or points of interest on the radyr.org.uk 'Soapbox', regularly monitoring responses and posting timely responses;
- Amend its Welsh Language Scheme as appropriate to take account of the above.

Reaching out

Not all people have the confidence to proactively contact the community council to make their views known.

Members of the community council should:

- Proactively solicit the views of local people on matters of relevance to the community council when attending local meetings (e.g. PACT);
- Seek invitations to regularly visit and talk to residents of Dan y Bryn Cheshire Home. Identify and seek invitations to visit and talk to other groups of potentially 'socially excluded' local people (e.g. elderly people, young parents, youth groups etc) and solicit their views on matters of relevance to the community council;
- Prepare a PowerPoint (or similar) presentation on the work of the community council which is regularly updated to reflect current issues and proactively seek invitations to address local interest groups (e.g. Women's Institute) and solicit their views on matters of relevance to the community council;
- Report the views gathered to meetings of the community council;
- Take personal responsibility for responding to local people who give their views, reporting how their views were considered during meetings of the community council and providing an update on the given issue.

Communication with partners and stakeholders

There is no guarantee that elected representatives and other political stakeholders are any more likely to read community council minutes than other members of the local community. The community council's relationship with these key stakeholders would benefit from a flow of more accessible information.

The community council should:

- Send a regular e-bulletin to the MS, MP, local councillor as a matter of course;
- Act as a conduit for local views, summarising them and passing them to the MS, MP, local councillor, other political stakeholders council officers etc as appropriate;

- Proactively seek local and regional media coverage for issues of local concern, decisions taken by the community council and local events of sufficient 'news value' (in conjunction with other local groups or bodies – e.g. Radyr and Morganstown Association – where appropriate).

Developing an identity

Radyr and Morgantown Community Council will consider the development of a new, clear, bilingual visual identity to help local people to recognise the community assets for which the community council is responsible and the work the community council does.

The new visual identity would be used on:

- Signage
- Letterheads
- E-mail
- Community council website
- Display stands for events
- PowerPoint presentations
- Consultation and promotional literature
- E-bulletins

Retaining focus

The community council should adopt a pragmatic approach to the range of issues it can reasonably expect to communicate effectively during a given period of time.

The community council should:

- Agree a small number of key messages (two or three) on which it will seek to concentrate during the course of each year;
- Ensure that these key messages are the focus of presentations and proactive media work and are regularly reinforced in 'news bulletins', e-bulletins etc;
- Agree measurable communications targets each year to assess the effectiveness of communication of the key messages (e.g. the number of local people submitting their views to a public consultation; an increase in the number of users of a facility supported by the community council etc).

Principles

The community council should:

- Be open and honest about the aims of community engagement activity and what it hopes to achieve. The community council should not deliberately raise community expectations that have little or no chance of success and, therefore, should only implement specific community engagement and consultation processes when there is a real opportunity for people to influence and change community council decision-making.
- Ensure that all written communication is easy to read and understand – recognising that the use of complex or overly-formal language, acronyms and jargon can act as a barrier to understanding to many people.

- Share best practice with other local organisations and be honest and robust enough to also share details of lessons learned when community engagement activities do not deliver the expected outcome.

The need for a new visual identity

To be completed after community consultation.