

Discussion Paper – Communications Policy

My suggestion is that we keep any Communications Policy short and simple. The Policy should state that the Council has a responsibility to keep Cambourne residents informed about our services and activities and that the Council should also play a role in disseminating information about the wider developments in the community and local area. We currently primarily do this through a number of existing communication channels (Cambourne Crier, CPC website & Facebook page). To help ensure that we communicate the things we need to (and also to ensure that we don't do things that are not our responsibility as Parish Council) we should undertake an annual exercise to complete a checklist of our communications activities against five criteria:

- What do we need to communicate? (i.e: information to residents on Council services, information regarding the development of actions from the Parish Plan)
- Why do we need to communicate it? (ie: is it a statutory responsibility, to promote social cohesion, develop inter-community relations, etc)
- With whom are we trying to communicate? (e.g all residents, families newly arrived in Cambourne, specific community groups)
- What is the most effective communication channel to use? (e.g website, Cambourne Crier, some other method that we might not currently use)
- How can we assess whether we have successfully communicated with the stakeholder concerned? (e.g. through seeking feedback from residents).

This approach would, in my view, be sufficient to deliver the action from the Parish Plan to develop a communications strategy/plan. Responsibility to deliver the policy could be delegated by Council to one the Committees (e.g. Finance & Policy Committee) or to a dedicated Working Party to prepare a draft of a Communications Policy checklist which could then be debated at Council. The checklist could be in the form of a table as follows:

| What information? | Why? | To Whom? | How? | Did we succeed? |
|-------------------|------|----------|------|-----------------|
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The checklist could then be updated and approved by Council on an annual basis in advance of the preparation of the budget to ensure that the necessary resources are in place to deliver the Communications activities planned for the following year.

Cllr Peter Hedges

3rd July 2018