

## Project Implementation Plan

**Version control:** EX8, EX9, v1

**Project (title):** Community Engagement – Newsletter, Facebook, website, quarterly newsletter, increase Facebook traffic, Canva, online surveys

**Lead Councillor:** Robert Sexton

**Lead Officer:** Dawn Reed/Ruth Davenport

### Scope of the Project:

- Review current methods of community engagement and develop additional means if considered necessary
- Liaise with admin staff to determine potential for improving communication with the public
- Survey websites and Facebook pages of other councils to obtain ideas about improvements to our own
- Identify alternative means of publicising the town through online options
- Create schedule for production of the newsletter / bulletin
- Identify potential methods and outlets for distribution of the bulletin
- Produce list of outlets to receive hard copies of bulletin and identify how distribution will be achieved
- Negotiate publication of the newsletter through local media, as necessary
- Identify methods by which we can increase followers on Facebook and views on the website
- Determine what public surveys we need to undertake, how they will operate and how often
- Create schedule of surveys
- Develop public survey documents, as required, and initiate
- Analyse and publish results

### Project stakeholders:

- Council admin staff
- Local residents
- Visitors to the town
- Local media

### Timescales:

- Review of methodologies – by 30<sup>th</sup> November, 2024
- Bulletin distribution - by 30<sup>th</sup> November, 2024
- Public survey analysis - by 31<sup>st</sup> December, 2024

**Measures of success:**

- Additional methods of publicity identified and implemented
- Improvements to website and Facebook pages
- Newsletter / bulletin being produced according to schedule
- Newsletter / bulletin being published through local media and distributed via identified outlets
- Increased traffic on both website and Facebook
- Surveys undertaken and results published – relevance and frequency
- Letters / comments of appreciation

**Budget:**

• Code 4350 includes £5k 24/25 against Public Engagement	£5,000 budget
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• Production of hard copy newsletter, per annum	£500
• Payment for publication of newsletter through local media	£
• Upgrading of website and Facebook pages, if required	£1500
• Publicity for surveys and provision of results, per annum	£300
	<b>Total £</b>