

Bickleigh Comms Plan Outline

Our Communications Objectives/Priorities

- Communicate that we're here - build awareness of who we are and what we do as a council
- Build awareness of the Woolwell Centre as an important community hub
- Communicate the things we don't do (and how to access them)
- Seek to understand what our communities want from us

Who are we trying to communicate with? (target audiences)

- Our five different communities within the parish (agreed initially just one 'audience' to start with, rather than trying to break it down)

Key Messages

Target Audience	Key Messages
Our five different communities	The Parish Council offers grants to local community groups
Our five different communities	<p>Woolwell Centre:</p> <ul style="list-style-type: none"> • Home of the Parish Council: It's (going to be) the Parish Office home of the Parish Council, with the Clerk based there • A great venue for meeting Has a cafe and bar, a great place to meet with friends and neighbours • A great venue to book Room hire, stage, functions • Our community hub Holds many local community activities, as well as clubs and groups for all ages
Our five different communities	The Parish Council carries out a great deal of grass cutting across our communities, including the village green in Roborough
Our five different communities	Bickleigh Parish Council is the first point of call for our communities. We're passionate about our area, with a group of committed councillors doing their

	best to make our communities the best they can possibly be
Our five different communities	<p>We're an open, listening council that encourages people to express their views</p> <p>We value feedback, and encourage people to express their views. We want to know what matters to you, and proactively listen to our local communities.</p>
Our five different communities	<p>Our Neighbourhood Plan / specific local development issues</p> <p>Consider what we need to say about the current proposal for 2,000 homes, talk about how the development might actually affect different communities in different ways.</p>

Initial Communications Plan / Quick Wins (use separate spreadsheet to plot ideas and timeline)

- Suggested leaflet/pamphlet that showcases the council, its work and key messages above, together with a combined Residents Survey
 - Printed version: possibly delivered to every house either by Royal Mail Door2Door service or by a local delivery company
 - Digital version: create digital version of the survey and promote on Facebook and website and promote in local Facebook groups too
 - Also promote in local shops (post-lockdown) - will they take copies perhaps? QR code to signpost in your noticeboards
- Banner outside the Woolwell Centre (what would the message be?)