

FISHBOURNE PARISH COUNCIL

COMMUNICATIONS STRATEGY TASK-AND-FINISH GROUP

TERMS OF REFERENCE - DRAFT

“Effective communication is critical for councils to build trust with the community and promote engagement.” (NALC)

MEMBERSHIP

The working group consists of no fewer than three people, one of whom should be the Clerk. It may co-opt members of the public to assist as necessary. At its first meeting the working group will identify one of its members to chair meetings.

MEETINGS

This working group is advisory. It does not need to give notice of its meetings and does not need to meet in public. The working group may meet in-person or online.

PURPOSE

To prepare a report of suggestions to the full Parish Council on increasing the efficiency of communication with our residents and within the Council itself.

Our Report should help the Parish Council:

To appraise the Council’s current practice of both informing and engaging our community through an increasing range of communication and engagement strategies;

To build the capacity and motivation of residents so that more of them feel ready to take part in Parish Council initiatives;

To build trust by being open and transparent.

GENERAL ADVICE

It is important that all Council communications (internal well as external) are effective and in so doing must be:

- Short and to the point
- Well-researched
- Courteous
- In plain English
- Free from bias or political influence
- Clear about the action required or taken.

LATEST SURVEY DATA (Village Survey2023)

The section on Communication (Section 6) is particularly relevant.

CURRENT POLICY

Para 6.1 of Fishbourne Neighbourhood Plan 2014-2029 states that , arising from Community Projects 9 – 12, “the Parish Council will seek to implement policies which will develop:

- “More active involvement in the decision-making process by a wider number of residents;”
- “Wider use of communication channels to keep residents informed and to make it easier for them to express their views and concerns.”

CURRENT PRACTICE

Village Voice	Published quarterly free of charge and distributed to all homes in Fishbourne
“KIT” List	The Parish Council Keep in Touch list (KIT list) is an occasional email information service about notable events in the Parish and Parish Council news. Sign up here. https://www.fishbourne-pc.gov.uk/fishbourne/kit-list/
Welcome to Fishbourne booklet	Available from the Clerk or downloadable at Fishbourne-pc.gov.uk.
Annual Parish Meeting	A statutory meeting, this has to be held in May. It is not a meeting of the Parish Council but it enables residents to ask any questions on topical issues
Monthly Parish Meetings	All meetings are open to the public and the press and there is a 10 minute slot for questions from the public. Meetings are usually held on the 3 rd Monday of the month at 7.00 pm.
Parish Council website	The website is updated by the Clerk: all councillors should check the site regularly for inaccuracies and omissions. Agendas and minutes are available to all.
Notice-boards	There are 3 notice-boards in the village on which official notices including agendas are placed. Do we need more?
Social Media	Fishbourne has both Facebook (posts shared to Fishbourne Vibes) and Twitter
Posters	Posters promoting special events , recruitment of councillors etc
Consultations and Surveys	These are an important part of the listening process and it is important that the Council acts on the information gathering with an annual report at the Annual Parish Meeting.
Contacting the Clerk	The Clerk’s contact details are: parishclerk@fishbourne-pc.gov.uk Phone: 01243-788563