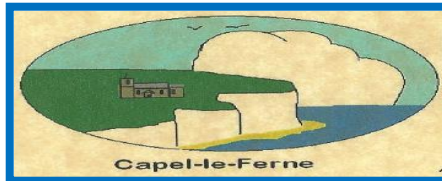


CAPEL-LE-FERNE PARISH COUNCIL

Clerk to the Council
Maureen Leppard

Website:
www.capel-le-fernepc.kentparishes.gov.uk



39 Victoria Road
Capel-le-Ferne, Folkestone, Kent. CT18 7LT

Tel: 01303 259564 Mobile: 07813704142
Email: maureen.leppard@btinternet.com

COMMUNICATION STRATEGY

Introduction

This strategy will guide the Parish Council's communications activity with everyone who comes into contact with us either directly or indirectly. It is based on the guiding principle that communication is a two-way thing and should enable the Parish Council to tell people about what we do and to actively listen to what people tell us about themselves and the service improvements they would like.

Aim

To develop: effective communications with all of the Parish Council's stakeholders.

Objectives

- To effectively inform residents and stakeholders of the aims, objectives and activity of the Parish Council.
- To build the capacity and motivation of residents and stakeholders to be involved with the Parish Council.
- To use a variety of communication methods to ensure that the way we communicate keeps everyone included.
- To build trust by being open and transparent.

Stakeholders

We want to reach everyone with an interest in the village of Capel-le-Ferne. People, who live, work or do business here and people who have an influence in the future of the area. Including:

Village residents (individuals)	Local businesses and employers
Community groups & organizations	Voluntary groups
Agencies and partners (Inc. local police)	Local schools
Youth leaders	Parish Councillors & officer(s)
Dover District Councillors & officers	Kent County Councillors & officers
MPs	Opinion formers (Inc. politicians and journalists)

The Role of Parish Councillors

Parish Councillors represent the community in which they live and are governed by a Code of Conduct which, while maintaining confidentiality, encourages open, informed, timely and courteous communication at all times.

Context of Messages

It is important that all Parish Council communications have as much impact as possible. Therefore ALL messages will be:

- Short and to the point
- Not conflicting
- In plain English
- Focused on involvement
- Based on fact, information, action or achievement

To avoid dilution or contradiction, the following key points will underpin all Parish Council communications:

- Capel-le-Ferne Parish Council CAN and DOES make a difference
- The Parish Council WANTS to hear the opinion of others
- Let us WORK TOGETHER for a better future for Cape-le-Ferne – the Parish Council need the help and support of the community and our partners to make improvements where they are needed
- Let us CELEBRATE what has already happened – positive messages focusing on what’s good about living or working in the village

Methods

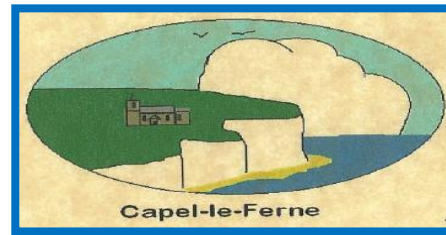
The Parish Council will use a variety of methods based on what reaches people most effectively and has most credibility. This includes:

Parish Councillors contact details	Published monthly
Parish Council website	http://www.capel-le-fernepc.kentparishes.gov.uk/
Parish Council Social network	Post notifications and consultations on Facebook
Parish Council notice board	Located in the village and updated regularly – (Outside Village Hall and Amin’s Store, New Dover Road).
Parish Council meetings	All meetings (including committees) open to the public and press. (public to be excluded for confidential matters)
Parish Council agendas and minutes	Available to all either electronically or in hard copy on request to Parish Clerk
Parish Council forum	Monthly open session for residents to meet Parish Councillor’s informally
Parish magazine	Monthly article highlighting current activities and contact details available on-line http://www.capel-le-fernepc.kentparishes.gov.uk/default.cfm?pid=1879
Parish clerk	Open to enquiries from the public within office hours
Press releases	To local media on significant points of interest/achievement, managed by clerk
Parish Councillors’ visiting & networking	Commitment to regular involvement with local groups, organisations.
Community events	To attend or host community events seeking to hear resident’s views on specific issues or developments
Correspondence (general)	To a corporate style/standard to include letters and mail-shots

Letters to all residents have been considered. Postage could be met from the precept; however the practicality of printing, folding, putting in envelopes and addressing is beyond the current resources of the Council. After due consideration and with regret is deemed impractical.

Corporate Identity

It is important to reflect the professional image of the Parish Council in all of its corporate correspondence/communication. Letterheads and compliment slips will be printed to a good quality/standard and will include the following image as a logo:



Parish Council Spokesperson

In the event of any media enquiry, the Parish Clerk (in conjunction with the Chairman or Vice-Chairman of the Parish Council), will be responsible for issuing a response from the Parish Council. Individual members of the Parish Council must make clear – if they are approached for comment directly – whether they are giving an individual opinion or will be referring the matter to the Parish Clerk for a formal Parish Council response. In any event, the Parish Clerk must be notified of any contact with the media as soon as possible.

The Parish Clerk shall be responsible for providing the copy and content for the Parish Magazine and ensure that all deadlines in this respect are met.

The Parish Council website will up-dated and edited by the Parish Clerk and a nominated Parish Councillor Representative. However, it is the responsibility of all Parish Councillors to check the site regularly for any issues of inaccuracy or omissions and to inform the Parish Clerk of these if and when they arise.

Involvement

Wherever possible, the Parish Council, its committees and working groups should actively seek to consult a wider audience and encourage and support the involvement of residents and other interested parties in its work. Where this involvement is not possible, the reasons for this should be communicated swiftly, openly and transparently.

The Parish Council should actively reward involvement and good citizenship. It should recognize and celebrate individuals or groups in Capel-le-Ferne who perform a service which benefits or improves the community in part or as a whole. Recognition of these individual/groups will occur at the Annual Parish meeting.

Communication Strategy Review

This Strategy is not set in stone and therefore its effectiveness and evolution will be reviewed and steered periodically (at least twice yearly) by the Communications subgroup