

29 February 2024 at 7.00 pm

Council Chamber, Argyle Road, Sevenoaks

Published: 29.02.24



# Improvement & Innovation Advisory Committee

## Tabled Presentation

	Pages
7. <b>Communications Strategy</b>	(Pages 1 - 26)

If you wish to obtain further factual information on any of the agenda items listed above, please contact the named officer prior to the day of the meeting.

Should you need this agenda or any of the reports in a different format, or have any other queries concerning this agenda or the meeting please contact Democratic Services on 01732 227000 or [democratic.services@sevenoaks.gov.uk](mailto:democratic.services@sevenoaks.gov.uk).

This page is intentionally left blank

# Communications Strategy

## 2024-27

Daniel Whitmarsh, Communication and Consultation Manager

# Communications Strategy

Our Communications Strategy sets out, at a high level, our approach to all our communication activities.

It includes a clear set of principles to guide engagement with our communities, staff, Members and the media to meet our communication objectives and priorities

- Promote our services and achievements
- Build trust with our communities
- Safeguard our reputation.

# Communications Strategy

The Communication Strategy is based on six overarching principles and priorities.

# Communications Strategy

1. Promote and uphold our reputation as a trusted, effective, efficient and innovative organisation that is focused on the public and their needs

# Communications Strategy

2. Ensure all communication and engagement activities are consistent and co-ordinated across all channels.

# Our Communications Strategy

3. Promote the Sevenoaks District as a great place for doing business, to live, work and visit.



# Communications Strategy

4. Increase opportunities for people to engage with us on issues and services that affect them.

# Communications Strategy

5. Coordinate internal communications with Staff and Elected Members.

# Communications Strategy

6. Ensure our digital communications develop in line with advancing technology, social changes and customer needs.

# Communications Strategy

The Strategy is supported by:

Our Council brand guide

Publicity and media relations guidelines

Our Paid-for advertising policy

The Council Plan

# Communications Strategy

The day-to-day delivery of the Strategy is led by the Communications Team, with the support of the entire organization and Members.

# Communications Strategy

Working to an Annual Communications Action Plan (considered by the Portfolio Holder for Communications), which includes our key activities and campaigns

Individual campaign plans using the OASIS methodology

A rolling, daily communications plan a fairly detailed list, including national days and key events and activities

# Communications Strategy

Where possible, we use a campaign approach using the OASIS

# Communications Strategy



# Communications Strategy

Three examples of our

# Communications Strategy

Activities shared between Planning Policy and the Communications Team

Objectives:

Communicate consultation to all communities and achieve at least 2,000 individual responses.

Strategy:

Your views will shape the future of the District  
Be upfront about the challenges

# Communications Strategy

Communications activities:

Animated video - organic social media - In Shape - media briefings



# Communications Strategy

## Evaluation:

Around 5,300 responses

YouTube video - 2.8k views

Promoted on the website homepage linking to a dedicated webpage that received 7,915 views

# Communications Strategy

Sevenoaks East to West Walking, Wheeling and Cycle route

## Objectives:

Communicate to people along the proposed route and other interested parties

Achieve at least 200 consultation responses

carbon emissions.

## Strategy

Make it fun! Benefits of sustainable travel reductions. Could take some cars off the something for everyone!

# Communications Strategy

Sevenoaks East to West Walking, Wheeling and Cycle route

Communications activities:

map.

# Communications Strategy

Sevenoaks East to West Walking, Wheeling and Cycle route

Evaluation:

490 responses

Consultation webpage viewed 3,414 times

Video viewed 1,540 times on YouTube

Changes being made to proposal

# Communications Strategy

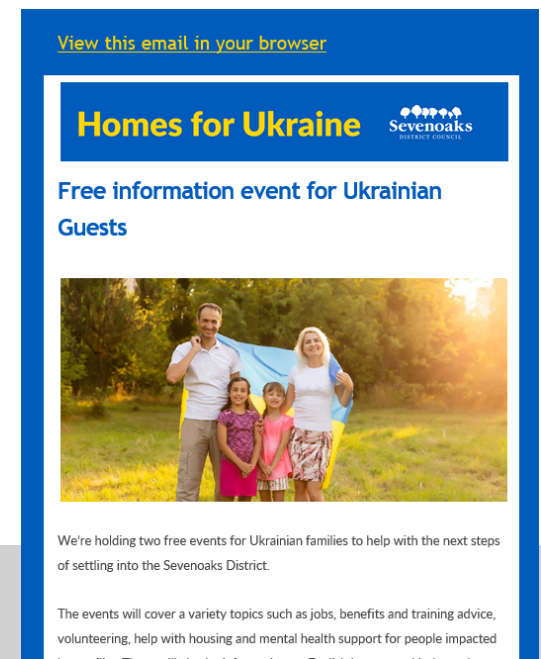
Ukrainian guests events

Objective

Recruit approx. 25 people for each of the two advice sessions

Comms activities

Email newsletter to stakeholders organic social media flyer -





# Communications Strategy

Ukrainian guests events

Evaluation:

Number of bookings - Sevenoaks 40 and Swanley 43

Facebook - 14,123 impressions and 311 engagements

X - 5,097 impressions and 89 engagements

# Communications Strategy

In Shape magazine

## LGA Inform methodology

Views on In Shape	% satisfied
Easy to read	94%
Informs me of Council news / activities I have not previously heard about	88%
Is colourful and well produced	88%
Tells me about the Council's future plans	90%
	90%

Time spent reading In Shape	
Up to 10 minutes	56%
More than 10 minutes	30%
Don't read it	15%

Thank you for your  
time

