Proposal for a joint approach to Publicity and Information for the Parish

Summary

This proposal is to build on the success of the Batheaston Times, by replicating the joint approach to other communication channels: web, social media, email and noticeboards, etc. It will also consider the use of third-party publications, etc.

Outline

A subgroup of the Batheaston Leadership Group (BLG) members will co-operate to bring forward specific proposals for the following:

- Publication of the Batheaston Times, every quarter (as per the current plan)
- Co-ordination of website materials, allowing different organisations to fulfil their specific objectives, but encouraging mutual support and replication of useful content where it will benefit residents.
- Social Media: to use Facebook, Instagram and other platforms to reach as wide an audience as possible
- Email: publication of a "village update" on a regular (weekly?) basis, perhaps using the former BREDAC audience of 340 as the start point. (This has been maintained and used by the Parish Council for the past 6 months)
- Noticeboards: to review and upgrade the current noticeboards of the member organisations, and where there are gaps provide more, to be used as a community resource
- Consider and recommend ways to recoup the costs associated with the shared communication initiatives (most especially the Batheaston Times, which is currently estimated to cost approx.. £6,000 p.a.)
- Conduct regular reviews of the effectiveness of communication, making sure that it is meeting the needs of as wide a range of residents as possible.
- Provide an annual review, to be published to the community.

To make this happen we will need all participating partners to:

- Commit to an inclusive and mutually supportive approach
- To focus especially on those that are not well served currently, especially the young, the old, and those that are not online (or prefer non-digital information), etc.
- Commit of time and support to common communication as well as to meet each partner's specific needs (a recognition that "the whole is greater than the sum of the parts")
- Focus on what people want to know about, keeping it local, apolitical and factual.

It is envisaged that there would be some form of steering group for this work, which would report to the BLG, but also – to allow it access funds, etc – be considered a Sub-Committee of the Parish Council.

Richard Maccabee, Batheaston Parish Clerk
27th July 2022