

## **Communications planning**

This is a process to ensure that the intended message is received, understood and acted upon by the recipient. It involves determining the objectives, choosing the audience and selecting appropriate channels to reach them.

This communication plan sets out who we need to communicate with, about what and how we are going to do it.

## **Target audience**

For the purpose of this communications plan, the target audience includes:

- individual residents and households;
- local community, voluntary or faith based groups;
- local traders and businesses either individually or in collectives;
- organisations set up to support individuals that fall within the protected characteristics set out in the Equality Duty 2010 (gender, race, disability, religion / belief; transgender, age, and sexual orientation);
- visitors to the Constituency;
- web based or virtual groups relating to the area.

## **The Aims**

The purpose of the communication plan for Wallasey Constituency is to:

- ensure people understand the role of the Constituency Committee and the Neighbourhoods Programme;
- drive engagement and participation;
- promote our work and objectives;
- promote community activity;
- promote the work of partners;
- promote the activity of traders who are working with and/or funded by Wallasey Constituency Committee;
- promote funding opportunities;
- demonstrate the success of our work;
- change behaviour and improve perceptions.

## **Communication Tactics**

The communication method chosen will depend upon a number of factors including the nature of the message, who is the intended target audience, the time available to communicate, the cost of the method and whether this is proportionate to the outcome(s) sought. Branding will be consistent across all communications activities. The tactics used will include those below:

- **Infographics** are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.
- **Marketing materials** such as information posters, leaflets, banners, etc. Paid advertising (of events, activities, etc) will be undertaken only if deemed necessary in the circumstances.
- **Online channels** will be used extensively to allow for direct engagement with residents, groups and organisations. These include:
  - **Council web site** including a 'micro-site' dedicated to the Constituency Committee and its work, including information and key documentation. This has its own short URL to remove the need for individuals to navigate the site to find the relevant information ([www.wirral.gov/wallasey](http://www.wirral.gov/wallasey));
  - **Social media** including Twitter (@wallaseyteam), Facebook, Vimeo and You Tube. The use of any photographic or video images of individuals will be used after the necessary consent has been obtained.
  - **Email** contact with:
    - Groups and organisations whose contact details are held on an asset register and who have expressed a wish to be contacted with information related to work within the Constituency.
    - Individuals whose contact details are held by the Council who have expressed a wish to be contacted with information. This includes the use of e-Bulletins.
  - **QR code** used on marketing materials that individuals can scan to sign up to receive information.
- **Partner distribution**; providing information to partners that can be disseminated through their networks where appropriate.
- **Personal contact** will be a key tactic acknowledging that not all individuals use or access technology. This will be through contact 'on the street' and attendance at various meetings, events and forums; as well as through telephone and one-to-one contact.
- **Press releases** issued to the local media outlining activity and good news stories. This includes engagement with local radio.
- **Volume text and Bluetooth messaging**; sending information to groups of pre-determined individuals and/or individuals within a locality.

## Evaluating success

Quantitative information will be collated including:

- numbers of views of relevant web pages, number of unique visits, etc;

- numbers engaged through social media account(s), including numbers of 'retweets' and 'favourites' (Twitter) and 'likes' (Facebook);
- how people found out about community engagement and other Constituency activities.

Periodically qualitative information will be gathered about the effectiveness of communications activity. This may include using community engagement techniques such as focus groups for example to tailor the approach adopted.

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