



TANKERSLEY  
PARISH COUNCIL

# Communications Strategy

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## **1. Introduction**

Tankersley Parish Council believes that communication with those living in the parish is essential in order to create a responsive parish council that supports the whole community.

The Parish Council is aware that communication methods are constantly changing and aims to use all new channels as soon as they become accessible. .

The Clerk to the Parish Council has the overall responsibility for co-ordinating action and monitoring the progress on implementing this strategy, under the instruction of the Parish Councillors.

To ensure this strategy is implemented, the Parish Council set clear objectives for communications. The Parish Council will ensure that messages, key aims and achievements are communicated in a consistent way; which will help to foster greater cohesion throughout the Tankersley and Pilley community.

This communications strategy will be reviewed annually.

## 2. Aims / Objectives

Tankersley Parish Council aims to provide the right information, to the right people, at the right time, through the most appropriate channels.

Where possible, use will be made of all communication channels and in particular electronic communications, while taking into account those without IT access who live in the parish.

The Parish Council has set five key aims in regards to communication with parishioners;

1. **Open and Honest.** Tankersley Parish Council will be as open as possible about its communications content and activities and will never knowingly mislead.
2. **Accessible and timely.** Tankersley Parish Council will, at all times, be friendly, polite, quick and as helpful as possible, in its dealings with all stakeholders. It will strive to be easily contactable and clear about its responsibilities.
3. **Cost-effective.** Tankersley Parish Council will always try to deliver best value, this being one of the main motivations in moving towards electronic communication, to allow printing and administration costs to be significantly reduced.
4. **Engaging.** Tankersley Parish Council will endeavour to communicate with parishioners about what matters to them, in a way that captures their attention and imagination, and encourages community focus.
5. **Legal.** Tankersley Parish Council will, at all times, comply with legal requirements.

Tankersley Parish Council representatives will aim to ensure that they are fully aware of all activities and developments within the area. All Councillors will strive to be able to inform local residents of relevant information, through appropriate channels.

Where information is not yet available or known, the Parish Council Clerk will endeavour to research or investigate, and a prompt response will be provided.

### **3. Audiences**

#### **Who will the Parish Council communicate with?**

##### **Stakeholders**

Tankersley Parish Council's stakeholders are all those individuals and groups of people who are involved in or affected by its activities, together with those who have the power to help or hinder it.

The Parish Council's stakeholders are primarily those living in the parish of Tankersley. There may be occasions when communication is relevant only to those living in a particular part of the parish, and if possible, communication will be directed to those areas. However local residents should be aware that any information that affects the whole Parish would be communicated to all as quickly and effectively as possible.

##### **Local Government**

The Parish Council will strive to keep effective communication channels running between with Barnsley Metropolitan Borough Council, as well as other government agencies that may have interaction with or impact on the Parish to maintain accurate local knowledge and access to resources.

The Parish Council will also ensure that any feedback or questions from residents will be directed to the correct organisations on their behalf.

## **4. Communication channels**

### **Channel use**

The Parish Council will use the most appropriate channel available for communication including

- Parish Newsletter
- Tankersley Parish Council web site
- Tankersley Parish Council Facebook page
- Tankersley Parish Council Plan
- Parish Council meetings/minutes
- Parish Council notice boards
- Leaflets/letters delivered to households
- Tankersley Parish Council Clerks email (clerk@tankersleypc.org)

### **Parish Newsletter/Annual Review**

The Tankersley Parish Council newsletter will be produced several times per year, and will be published on the Parish Council website. Paper copies will be made available upon request. The Annual Review will be distributed at least once a year.

### **Tankersley Parish Council website**

The website is maintained by the Parish Council, and is both a source of current information and a library/archive of past Parish Council documents. It can be accessed at: <http://www.tankersleypc.org/>

The following items will be permanently available:

- Parish Councillors names
- Parish Council meeting dates for the year
- The approved Parish Council Minutes
- The Parish Council's Annual Report

### **Tankersley Parish Council Facebook Page**

This is a source of information and dialogue for councillors and parishioners and will be regularly updated and monitored: <https://en-gb.facebook.com/TankersleyParishCouncil/>

### **Tankersley Parish Council Plan**

The last version of the Parish Plan was distributed in 2013 and is available on the website.

## **Parish Council meetings**

The Parish Council meets monthly, on the third Monday of the month. The meeting is held in Tankersley Welfare Hall at 7pm. Details of the meeting are posted in the form of an agenda on the Parish notice boards 7 days before the meeting.

This is a public meeting and all those living in the Parish are welcome to attend.

There is also a Parish Council annual meeting which is held immediately before the meeting in May, and which is a public meeting, where an annual report is presented by the Chair, and at which members of the public are welcome to raise any matter of interest.

## **Parish notice boards**

The Parish notice boards are located at the entrance to Tankersley Welfare Hall, at the bottom of Pilley Green and outside Tankersley St Peter's School. The Clerk to the Parish Council holds keys to these notice boards. Agendas and minutes of council meetings are displayed on the notice boards.

## **Clerks email**

The Clerk to the Parish Council is contactable via email, at [clerk@tankersleypc.org](mailto:clerk@tankersleypc.org) and by phone at mobile: 07823 501281

Residents are encouraged to use these methods of communication, as the Clerk will communicate all correspondence to the relevant parties or agencies on their behalf, and bring any matters raised, to the attention of the Parish Council at the next Council meeting.

## **5. Activities**

Tankersley Parish Council welcomes approaches from all those living in the Parish who wish to organise or support any public event.

Parishioners, who are aiming to run an event for the benefit of the community, are encouraged to contact the Parish Council, who will aim to offer support and increase awareness with local residents.



## **6. Resources**

The annual precept for the Parish Council is almost £15,000 and consequently any expenditure needs to be carefully controlled. The only constant spend is that of the Clerk's salary and much of the communications activity is undertaken by the Clerk as part of this role. The Annual Review/Newsletter is currently printed and distributed to all households in the parish with an associated cost. However, the current view is that this is very much a value for money exercise as it provides useful information communicated in a convenient way for parishioners.

## 7. Timescales

Parish Newsletters/Annual Review	Ad-hoc, to be determined by local events and information required to be shared with parishioners; Annual Review distributed in March.
Web site	Ad-hoc, with a minimum monthly update to share meeting minutes and agendas
Facebook Page	Ad-hoc, to be determined by local events and information required to be shared with parishioners
Parish Plan	Dependant on developments within the Parish and feedback from the Plan published late 2013.
Parish Council meetings	Monthly – third Monday in the month
Leaflets/letters for parishioners	In response to key issues or events that impact on the Parish
Notice boards	Ad-hoc, with a minimum monthly update to share meeting minutes and agendas

## **8. Evaluation and amendment**

The evaluation of this strategy will be an ongoing process, and the communications policy will be reviewed annually.

(Communications Policy approved 19<sup>th</sup> August 2020 (to be reviewed August 2021))